

PLAN FOR A COMPREHENSIVE EVALUATION OF INDIANA TOBACCO CONTROL PROGRAMS

Submitted To:

INDIANA TOBACCO PREVENTION AND CESSATION



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I. Introduction and Background

A. The Tobacco Board Mandate and the Purpose of the Evaluation Plan

On November 16, 1998, the Master Settlement Agreement (MSA) was signed by the attorneys general representing 46 states and representatives of the U.S. tobacco industry. The MSA called for the tobacco industry to make payments to the 46 states totaling approximately \$246 billion over 25 years and to meet a number of specific conditions and restrictions on marketing and other business practices. As a result of the funds provided to the state of Indiana under the MSA, the Tobacco Use Prevention and Cessation Trust Fund Executive Board (Tobacco Board) was created in 2001 under authorization of SEA 108.

The Tobacco Board seeks to significantly improve the health of Hoosiers and to reduce the disease and economic burden that tobacco use places upon them. The Tobacco Board was established to prevent and reduce the use of all tobacco products in Indiana and to protect citizens from exposure to environmental tobacco smoke (ETS). The board coordinates and allocates funding for programs designed to:

- Change the social acceptability and social norms about tobacco use
- Prevent youth initiation
- Promote tobacco use cessation
- Protect Hoosiers from ETS
- Support and promote enforcement of tobacco laws
- Eliminate minority health disparities related to tobacco use

The American Institutes for Research (AIR) has been contracted by the Tobacco Board to conduct a comprehensive process and impact evaluation of the board's tobacco prevention and cessation programmatic efforts. AIR's support to the Tobacco Board began in March 2002 and, contingent on successful performance and renewal of its contract by the Tobacco Board, will continue through 2006.

The purpose of this evaluation plan is threefold:

1. To describe the programmatic initiatives to be evaluated and the conceptual framework for evaluating them
2. To identify the research questions, data collection, analysis, and reporting strategies to be used
3. To outline the schedule and critical milestones for all major evaluation tasks, including those scheduled in years 2 through 4 of the evaluation

The evaluation plan will be a “living document.” That is, it will be reviewed and updated periodically as Indiana Tobacco Prevention and Cessation’s (ITPC’s) programs, evaluation objectives, and the Tobacco Evaluation Research Coordinating Center (TERCC) develop.

B. Relationship of Tobacco Board Programs to National Tobacco Control Efforts

Tobacco control in Indiana has contributed to, and benefited from, several national tobacco control efforts. As a result, tobacco control efforts in the state have added to the national tobacco control knowledge base and have been strengthened by efforts in other parts of the country. For example, in the 1990s, Indiana was funded by the National Cancer Institute (NCI) as an American Stop Smoking Intervention Study (ASSIST) state and as a grantee of the Robert Wood Johnson Foundation under the Smokeless States program. Lessons learned from both programs have been incorporated into the Tobacco Board’s current and planned programs.

Moreover, the Tobacco Board has studied and adapted many specific best practices in tobacco control recommended by the Centers for Disease Control and Prevention (CDC) and those from other state and national programs. The Tobacco Board’s comprehensive local and statewide programs reflect recommendations contained in CDC’s *Best Practices for Comprehensive Tobacco Control Programs*.

In addition, the Tobacco Board has utilized lessons learned from other national and state-level programs. For example, the American Legacy Foundation’s (Legacy’s) public education campaign (including the youth-led antismoking programs and the truthsm mass media campaign) has been adapted, and successful Legacy techniques have been incorporated into Indiana’s youth initiation prevention programs and into the state’s youth Voice and Voice.tv campaigns. Furthermore, the Tobacco Board has utilized preexisting relationships and has developed new relationships with staff in other leading tobacco control states to identify successful practices that can be adapted to Indiana. For example, the Tobacco Board studied and adapted evaluation activities, such as Web-based program tracking systems and telephone-based media tracking surveys, used by the Florida Tobacco Prevention Program.

Building on in-state and external lessons learned, the Tobacco Board has introduced innovative efforts, including local tobacco control efforts in all 92 Indiana counties and a variety of regional and statewide initiatives. Now the state is in a unique position and is poised to make major contributions to the national tobacco control knowledge base. Indiana is one of only four states that, as of November 2002, are meeting or exceeding the CDC guidelines for spending MSA funds on tobacco control. Although Indiana is a tobacco-growing state with the fifth highest prevalence of adult tobacco use in the nation in 2001 and a social environment where tobacco use is highly socially acceptable, Indiana is building strong tobacco control efforts among youth and adults. This mixture of efforts and environment offers unique programmatic challenges and opportunities to evaluate and understand how to overcome them.

C. The Role of TERCC

AIR serves as TERCC. In this capacity, AIR is responsible for the oversight, development, and implementation of an integrated tobacco control evaluation plan for Indiana's comprehensive tobacco control programs. This responsibility entails (a) designing and conducting applied evaluation research studies to determine the effectiveness of Tobacco Board programs in meeting stated objectives and (b) demonstrating (through analysis) and disseminating program outcomes. AIR's role also entails an important coordination function, including cooperation with other Tobacco Board contractors, such as the media contractor, and with other researchers, those in-state and those working in other state and national contexts.

In its role as evaluator of program effectiveness, AIR is leading a series of data collections that cover each major element of Tobacco Board programs. As described below, these are linked to (a) measurement of changes associated with overall Tobacco Board objectives for 2005 and beyond and (b) program-specific objectives, such as changes in the social acceptability of tobacco use as a result of the statewide mass media campaign. In its role of demonstrating and disseminating program outcomes, AIR, in collaboration with ITPC, will also conduct original analyses and produce publishable reports and manuscripts that contribute to the tobacco control research and program literature. The Tobacco Board is undertaking numerous innovative program activities, and AIR will document the effectiveness of these innovations in advancing the field of tobacco control. In all of these endeavors, AIR will work closely with Tobacco Board staff, researchers affiliated with the Tobacco Board, Indiana-based research organizations, and external researchers as appropriate.

II. Tobacco Board Objectives and Targets for Change Over Time

In 2001, the Tobacco Board established a set of 19 measurable objectives to be achieved by 2005. Sponsored programs, such as the community grants, media campaign, and enforcement programs, are designed to effect changes that will promote one or more of the 2005 objectives. Thus, the objectives are a guide to Tobacco Board programs and provide the rationale for expenditure of program funds. They also guide the evaluation, data collection efforts, analysis, and reporting.

Table 1 summarizes the Tobacco Board's 2005 objectives and identifies baseline levels for specific measures, targets for 2005, and proposed data sources and timeframes for data. In some cases, targets and data sources have not been identified yet.

Table 1. Tobacco Board 2005 Objectives, Targets, and Data Sources

Objective	Baseline Measure and Identified Data Source(s)
1. Decrease the overall cigarette smoking rate in Indiana from 27% to 22%.	Currently, Indiana's overall cigarette smoking rate is 27%, compared to the national smoking rate of 23%. These baseline data are measured through the 2000 Behavior Risk Factor Surveillance Survey (BRFSS). ¹ Progress toward reaching this goal will be measured by Indiana's BRFSS, but beginning in 2002, the Indiana Adult Tobacco Survey (IATS) will be used in addition to the BRFSS data. Developed by the CDC, the IATS is a tobacco-specific survey that provides accurate estimates of smoking prevalence in Indiana and allows the application of population-specific sampling strategies to provide data required by the objectives of Indiana tobacco use prevention efforts. Analyses of the IATS will be used to complement the BRFSS and will serve as a validation check on the BRFSS; however, the BRFSS will be used for comparison to the 2000 baseline smoking rate.
2. Decrease the current cigarette smoking rates among 9th- to 12th-grade students in Indiana.	The cigarette smoking rate of 9th- to 12th-grade students in Indiana was 31.6% in 2000. The expected reduction rate of 25% would lower the smoking rate of 9th- to 12th-grade students to 23.7% by 2005. ² Nationally, cigarette smoking among grades 9 to 12 is 28.0%. ³ The Indiana Youth Tobacco Survey (IYTS) is the source for statewide baseline and follow-up data. ⁴
3. Decrease the cigarette smoking rates among 6th- to 8th-grade students in Indiana.	The cigarette smoking rate of 6th- to 8th-grade students was 9.9% in 2000. The expected reduction rate of 25% would lower smoking by 6th and 8th graders to 7.4% by 2005. Nationally, the current smoking rate for grades 6 to 8 is 11.0%. ³ Statewide data are measured by the IYTS.

II. Tobacco Board Objectives and Targets for Change Over Time

Objective	Baseline Measure and Identified Data Source(s)
4. Decrease the percent of babies born to mothers who smoked during pregnancy in Indiana from 21% to 15%.	In 2000, approximately 20% of Indiana's women smoked during pregnancy. These data are available from the Indiana Birth Certificate Data, <i>Indiana Natality Report</i> . ⁵ This Indiana-specific rate compares to the national average of 12%. ⁶
5. Increase the number of individuals who have access to a smoking cessation benefit through their health insurance coverage.	This objective will be measured in three ways: 1. Percent of insurance companies offering smoking cessation benefits 2. Percent of employers that offer smoking cessation benefits 3. Percent of members that have smoking cessation benefits The status of these measures in Indiana is currently unknown. The Tobacco Use Prevention and Cessation Executive Board (TUPCEB) is currently exploring options in gathering these data.
6. Increase the number of smokers who receive smoking cessation advice and support when they visit their primary care providers.	According to the 2000 Indiana BRFSS, 72% of adult smokers have been advised at some point to quit smoking. The IATS contains questions on primary care provider cessation advice and will be used to measure these rates for adults in the future. The IYTS does not contain cessation advice questions, and a data source for youth cessation advice has not been identified yet.
7. Increase the percentage of retail merchants who are in compliance with youth access laws.	Data from the 2001 Synar checks indicate that Indiana's compliance rate is 74%. In addition to the Synar data, the Tobacco Retailer Inspection Program (TRIP) will become a source of data monitoring routine compliance checks throughout Indiana. ⁷
8. Decrease the percentage of children exposed to secondhand smoke in their homes.	The IYTS will be used to measure the rate and change in children's exposure to secondhand smoke in their homes. The 2000 rate of exposure among students in the 9th- to 12th-grade was 44.8% and was 46.7% among 6th- to 8th-grade students. Objective 1 calls for an approximately 23% reduction in overall smoking prevalence. The same reduction in children's exposure to secondhand smoke in the home is expected, yielding rates of 34.5% for 9th to 12th graders and 36% for 6th to 8th graders in 2005.
9. Increase the percentage of schools with policies prohibiting tobacco products on their premises.	Starting in 2002, the IYTS will be used to measure the rate and the change in rate of schools with policies prohibiting tobacco products on their premises. Based on the observed rate in 2002, a percentage change objective will be established for 2005.
10. Increase the percentage of colleges and universities that have a policy requiring smoke-free dormitories and buildings.	TUPCEB continues to develop this objective, and data sources are being identified.

Objective	Baseline Measure and Identified Data Source(s)
11. Increase the percentage of day care centers with policies prohibiting tobacco products on their premises.	TUPCEB continues to develop this objective, and data sources are being identified.
12. Increase the percentage of individuals who work in a smoke-free environment.	<p>The 1999 Current Population Survey (CPS) reports that 42% of Indiana workers aged 15 and older are employed at smoke-free worksites.⁸ Indiana ranks 49th among all states in the number of workers covered by a smoke-free worksite policy. In addition to these CPS data, the Indiana 2000 BRFSS data are currently being analyzed to estimate the:</p> <ul style="list-style-type: none"> • Number of employers that prohibit smoking in the building • Number of employers that prohibit smoking on the premises <p>Starting in 2002, these data will also be measured by the IATS. In the future, the BRFSS will be used as the primary data source, and the IATS will be used as a complementary source, per Objective 1.</p>
13. Increase the percentage of restaurants that are totally smoke free.	TUPCEB's community-based partners will be collecting these data in 2002. Based on the observed percentage of restaurants that are totally smoke free in 2002, a target number of smoke-free restaurants will be established for 2005.
14. Monitor the percent of hospitalization admissions attributable to smoking or tobacco use-related illnesses.	TUPCEB continues to develop this objective, and data sources are being identified.
15. Monitor tobacco-related deaths.	TUPCEB continues to develop this objective, and data sources are being identified. It is estimated that in Indiana 10,300 persons die each year from tobacco-related illnesses. ⁹
16. Monitor tobacco consumption.	Indiana's per capita consumption is approximately 162 packs per year per Indiana resident aged 18 and older. ¹⁰ This calculation is based on the amount of cigarette tax collected annually and on the application of population statistics from the 2000 census. Currently, the Indiana Department of Revenue collects data on the volume of cigarettes and other tobacco products sold.

II. Tobacco Board Objectives and Targets for Change Over Time

Objective	Baseline Measure and Identified Data Source(s)
<p>17. Measure knowledge and attitudes related to tobacco.</p>	<p>Youth objectives:</p> <ul style="list-style-type: none"> • Knowledge of dangers of tobacco use among youth in grades 6 through 8 and in grades 9 through 12 will increase by 10% from 2002 to 2005. • The percentage of youth in grades 6 through 8 and in grades 9 through 12 who are nonsmokers and are not susceptible to smoking will increase by 10% from 2002 to 2005. • The social acceptability of smoking among youth in grades 6 through 8 and in grades 9 through 12 will decrease by 10% from 2002 to 2005. • Attitudes toward the tobacco industry among youth will become more negative, decreasing by 10% from 2002 to 2005. <p>All of the above youth objectives will be measured by the IYTS.</p> <p>Adult Objectives:</p> <ul style="list-style-type: none"> • The percentage of adults who can correctly identify all health consequences of ETS will increase by 10% from 2002 to 2005. • The percentage of adults who support total bans on smoking in restaurants will increase by 10% from 2002 to 2005. • Expressed adult support for tobacco control policies will increase by 10% from 2002 to 2005. • Attitudes toward the tobacco industry among adults will become more negative and will decrease by 10% from 2002 to 2005. <p>All of the above adult objectives will be measured by the IATS.</p>
<p>18. Reduce health care expenditures.</p>	<p>TUPCEB continues to develop this objective, and data sources are being identified.</p>
<p>19. Monitor the number and type of tobacco-related ordinances.</p>	<p>TUPCEB's community-based partners will be collecting these data in 2002 . Starting in 2002, this objective will be measured using the Program Tracking System (PTS) . Based on the observed number and type of ordinances in 2002, a target number of new ordinances by type will be established for 2005.</p>

III. Logic Models of Tobacco Board Programs

A. Overall Program

The Tobacco Board evaluation plan is based on the outcome objectives for each major program initiative. To evaluate the achievement of outcome objectives, it is important to understand the sequence of steps, or milestones, leading to program outcomes. Many major public health agencies, including the CDC,¹¹ recommend developing program logic models. The logic model is a map of the sequence of events leading from initial program resources, through implementation of activities, to various stages of outcomes. One of the advantages of a logic model approach is its ability to summarize the program's overall mechanism, or theory, of change by linking processes (e.g., make referrals) to eventual effect (e.g., increased awareness of cancer to empower increased decisions about health care).

The following figures depict program logic models for each major Tobacco Board program area. From these logic models, the AIR evaluation team has developed, and continues to develop, specific measures and methods to evaluate each major stage of program process and outcome.

B. Grant Programs

Program: Community and Minority Grants

Strategy: Aimed at Goals 1–6 of the Tobacco Board’s Mission

Inputs	Activities	Outputs	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
Fund 29 Indiana minority communities, 2002–200X.	Recruit new organizations.	Partnership includes key organizations, agencies, businesses, and opinion leaders.	Partnership members and organizations develop skills in ETS reduction, media literacy, leadership, youth empowerment, cessation policy, cessation strategies, program development, program management, and prevention.	Partnerships implement and establish activities in skill areas.	Community social norms become protobacco control.
Fund 20 statewide partners (Xx programs).	Recruit youth.			Membership is sustained and growing.	Youth initiation and progression to established smoking declines.
	Hold meetings, and refer partnership minorities.	Youth-specific partnerships are established.			
Fund 92 counties.	Recruit volunteers.	Partnership meetings are held; the mission is defined.	Members are very involved, very satisfied, and plan to continue.	Multicultural membership is sustained and growing.	Adult smoking cessation increases.
Provide training and technical assistance to partners.	Develop and implement outreach programs to disseminate information, to build capacity, and to recruit and retain youth and adults.	Volunteers join and participate.			
		Nontraditional partners are recruited and retained.	Key organizations, businesses, agencies, and opinion leaders are engaged.	Partnership leverages resources of grant with contributions from key organizations, etc.	
		Youth are recruited and retained.			

C. Media Campaign

Program: Media Campaign

Strategy: Aimed at Goals 1 and 2 of the Tobacco Board's Mission (Social Acceptability and Youth Initiation)

Inputs	Activities	Outputs	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
Indiana has a high tobacco prevalence and consumption (the fifth in the nation).	Strategic message 1: "The tobacco industry profits from death."	Ads are aired and printed as scheduled for each strategic message.	Adults and youth adopt beliefs that smoking is not socially acceptable.	Adults quit or express an intention not to smoke.	Adult smoking prevalence and consumption decrease.
Indiana has a smoking culture: It is socially acceptable to smoke, more so than in many other parts of the United States.	Strategic message 2: "Tobacco hurts society, and it hurts me."	The schedule for each message/ad flight is specified.	Adults and youth adopt negative beliefs about the tobacco industry's rights and practices.	Youth are more likely to be "closed to smoking."	Youth initiation and progression to established smoking decrease.
Youth adopt social norms about tobacco use from adults: "We're in a smoking culture, so it's okay to smoke."	Strategic message 3: "There is something that I can do about the situation."	Earned media	Youth desire to become tobacco control activists.	Adults and youth understand and oppose the tobacco industry's practices.	
	All three messages are delivered through mass media—television, radio, print, billboard, and ads.	Web site activity	Adults develop protobacco control policy opinions.	Youth are involved in tobacco control activities.	

D. Enforcement

Program: Enforcement Program

Strategy: Aimed at Goal 5 of the Tobacco Board's Mission (Support Enforcement)

Inputs	Activities	Outputs	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
The Tobacco Board and ATC sign a memo of understanding.	Conduct training for retail personnel and law enforcement.	Trainings are completed.	Retail and law enforcement are better able to enforce law.	Retail and law enforcement constantly enforce tobacco law.	Illegal sales of tobacco products to youth under 18 decrease.
The Tobacco Board funds ATC from 2001 to 2003.	Hire 13 excise officers and 1 administrative staff.	Law enforcement contracts are established.	Vendors are more aware of tobacco law.	Vendors follow all tobacco laws.	Vendor compliance with Indiana tobacco law increases.
	Conduct 375 or more tobacco retail inspections.	Excise police are hired and trained.	Vendors intend to follow law.	The public supports tobacco law enforcement in the prevention of violations.	Compliance with advertising and other tobacco regulations increases.
	Establish contacts with local law enforcement agencies.	Inspections (375 or more) are conducted.	More tobacco law violators are apprehended.		
	Produce materials.	Materials are produced.	The public is more aware of tobacco law violations.		
	Operate 800 number for tobacco law violations.	The toll free 800 number is operated. [Specify the time and dates.]			
	Conduct compliance checks.	Compliance checks are conducted.			
	Establish and maintain a database of tobacco vendors.	The tobacco vendors database is established and maintained.			

E. Youth Initiation

Program: Reduce Youth Tobacco Initiation and Enforce Indiana's Youth Access Law

Strategy: Aimed at Goals 1–6 of the Tobacco Board's Mission

Inputs	Activities	Outputs	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
Fund 29 Indiana minority communities.	Recruit and train youth to become antitobacco advocates in YE, assume leadership roles, train other youth, and organize summits. Help youth become media literate.	Youth recruited or retained as advocates in targeted areas.	More youth participate in YE groups, serve as leaders, train their peers, and work on summits.	Increased youth knowledge, attitudes, beliefs, skills associated with tobacco control advocacy	Youth experimentation with cigarettes and smokeless tobacco decreases.
Fund 20 statewide partners.	Recruit and train community members as advocates for youth involvement in antitobacco activities (e.g., Tap/Teg, Tarwars).	Community members recruited or retained in targeted areas.	More community members participate in the same programs (above).	Community policy changes to prevent youth access.	Youth progression to established smoking decreases.
Fund 92 counties.	Educate local businesses, media, parents, precollege and collegiate educators, and community groups in tobacco promotion, advertising, health risks, and youth initiation.	Business, media, parent, educator, and community groups are educated in targeted areas.	Businesses, media, parents, and educators are more aware of youth tobacco control issues.	Long-term youth advocacy and community participation programs are established.	Youth smoking consumption and prevalence decreases.

III. Logic Models of Tobacco Board Programs

Inputs	Activities	Outputs	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
Provide training and TA to partners.	Meet with and encourage above constituencies to reduce youth access by tobacco product placement in stores, advertising location restrictions, reduce no. of advertisements .	Constituencies receive or become aware of messages on youth access reduction.	Constituencies are aware of the importance of reducing youth access.	Participation of businesses, media, parents and educators in youth access prevention programs is ongoing.	
		Constituencies consider policy changes.			

F. Cessation

Program: Promote Cessation Resources

Strategy: Aimed at Goals 1–6 of the Tobacco Board's Mission

Since December 2002, the Tobacco Board has been developing a comprehensive cessation strategy and programs. It is expected that programs will include a cessation hotline. A logic model for cessation will be developed when program plans have been established.

IV. Research Questions

TERCC's evaluation activities are organized around a set of overall research questions that are responsive to the Tobacco Board's 2005 objectives. The research questions guide measurement of the objectives and address each Tobacco Board program component that is being evaluated as a part of TERCC.

A. Research Questions Related to Tobacco Board 2005 Objectives

- What is the Indiana smoking rate? (Objectives 1–4)
 - What change has there been in Indiana smoking rates since 2000?
 - What changes have there been in Indiana smoking rates among different, age, gender, racial/ethnic, pregnant women, and regional subgroups since 2000?
- How many Hoosiers have access to smoking cessation services through their health insurance coverage? (Objective 5)
 - What change has there been in the number of Hoosiers who have a smoking cessation service through their health insurance coverage since 2000?
 - What percentage of insurance companies offer this coverage?
 - What percentage of employers offer this service?
 - What percentage of employee members have these benefits?
- How many smokers receive smoking cessation advice and support from their primary health care provider (HCP)? (Objective 6)
 - What changes have there been in the number of smokers receiving primary HCP advice and support since 2000?
- What percentage of retail merchants comply with youth access laws? (Objective 7)
 - What changes have there been in youth access compliance since 2000?
- What percentage of children are exposed to ETS in their homes? (Objective 8)
 - What changes have there been in children's exposure since 2000?
- What percentage of schools have policies prohibiting tobacco products on campus? (Objective 9)
 - What change has there been in the percentage of schools with tobacco prohibitions?

- What percentage of Hoosiers work in smoke-free environments? (Objective 12)
 - What change has there been in the number of employers prohibiting smoking in the building since 2000?
 - What change has there been in the number of employers prohibiting smoking on the premises since 2000?
- What percentage of restaurants are totally smoke free? (Objective 13)
 - What change has there been in the percentage of smoke-free restaurants since 2000?
- What is the rate of Hoosiers' tobacco consumption per capita? (Objective 16)
 - What change has there been in the consumption of cigarettes per capita since 2000?
 - What change has there been in the consumption of other tobacco products per capita since 2000?
- What are Hoosier youth's and adults' knowledge, attitudes, and beliefs about tobacco? (Objective 17)
 - What changes have there been by grade level in youth knowledge of tobacco health risks since 2001?
 - What changes have there been by grade level in youth smoking susceptibility since 2001?
 - What changes have there been by grade level in the social acceptability of smoking among youth since 2001?
 - What changes have there been by grade level in youth attitudes toward the tobacco industry since 2001?
 - What changes have there been in adult knowledge of ETS health consequences since 2001?
 - What changes have there been in adult support for restaurant and shopping mall smoking bans since 2001?
 - What changes have there been in adult support for specific tobacco control policies since 2001?
 - What changes have there been in adult attitudes toward the tobacco industry since 2001?

- How many tobacco-related ordinances, by type, have been enacted in Indiana communities since 2002? (Objective 19)

B. Research Questions Related to Community and Minority Partners Programs

(Note: Some questions related to this program are covered above.)

- What changes have there been in tobacco control program-related skills?
- How involved and satisfied are partners in their tobacco control programs?
- What percentage of key organizations in the community participate or are affiliated with the local partners' tobacco control programs?
- To what extent do partners implement planned activities in skill areas?
- What are the demographics of partner members, and how do they change over the period of Tobacco Board funding?
- To what extent do partners institutionalize their activities and obtain additional funding?
- How do community social norms about tobacco control change over time?

C. Research Questions Related to the Tobacco Board Mass Media Campaign

(Note: Some questions related to this program are covered above.)

- To what extent do Hoosier youth become tobacco control activists?
 - What roles do youth play in tobacco control programs?
- To what extent is Hoosier youth's progression to established smoking reduced (as measured by the smoking uptake scale)?
 - To what extent do youth become "closed to smoking" (as measured by smoking uptake)?

D. Research Questions Related to Enforcement Programs

(Note: Some questions related to this program are covered above.)

- To what extent are retail tobacco vendors aware of tobacco laws?
- To what extent do vendors express their intention to follow tobacco laws?

IV. Research Questions

- To what extent are Hoosiers aware of state tobacco laws?
- To what extent do Hoosiers support tobacco law enforcement programs?
- To what extent do vendors follow all tobacco laws?
- To what extent do vendors comply with advertising and other regulations?

V. Measures and Data Collection Instruments

A. Objectives, Research Questions, and Data Sources

Table A.1 in Appendix A (following the evaluation plan) links ITPC objectives, research questions described in this evaluation plan to address each objective, and baseline and follow-up data sources that will be used for each.

B. Primary Data Collection

1. Media Campaign Tracking Survey

The Indiana Media Campaign Tracking Survey is designed as a measure of the paid media and public relations campaign effectiveness. This survey gauges claimed and confirmed awareness of specific advertisements, sponsorships, and outreach activities, as well as the overall messages and campaign themes. The survey also allows for correlative analyses to be conducted between awareness and tobacco use behavior, as well as between attitudes and beliefs about smoking and the social acceptability of tobacco.

Two versions of the survey have been developed: the youth version for respondents aged 12–17 and the adult version for those 18 and older. The versions measure similar concepts but differ mainly in the specific advertising and promotions addressed. The 2002 instruments are available in Appendix B.

2. News Media Coverage Tracking System

The news media tracking system is based on a similar system used in the NCI's ASSIST. Using the methods used for ASSIST as a template, a search strategy and coding book has been developed for use by the contracted clipping service, and TERCC staff members are serving as coders. Although this document is dynamic and is regularly modified to reflect the Tobacco Board's changing programs and focus, it is a beneficial guide for the evaluation team. The current coding book is available in Appendix C.

3. IATS

The Adult Tobacco Survey (ATS) is an assessment tool that was developed by the CDC to define standard measures for adult prevalence. The CDC has created a core instrument, to which a state has the option of adding optional items that have been used in other tobacco-related investigations or that gauge the environment of a specific state. TERCC and the Tobacco Board have been working with the Research Triangle Institute (RTI), the subcontractor leading the IATS, to develop an instrument that comprehensively addresses tobacco use behavior and the extent of the smoking culture in Indiana. The 2002 instrument is in Appendix B.

4. IYTS

Like the IATS, the IYTS is developed from a set of standard surveillance measures defined by the CDC. This survey also consists of a set of core items that have been proven to be reliable and valid measures of youth tobacco use behavior, as well as items that have shown to be effective as determinants of this behavior. Optional items include measures taken from other surveys (e.g., the National Youth Tobacco Survey [NYTS], other state youth tobacco surveys [YTS]) that measure understanding and acceptance of Tobacco Board interventions. The 2002 IYTS appears in Appendix B.

VI. Evaluation Tasks

A. Overview

1. Management

The project coordinator will be on-site at the Tobacco Board offices in Indianapolis, no more than 10 business days each month. The project coordinator will oversee the day-to-day operations and will serve as a liaison between the Tobacco Agency and the contractor's team. This position must be able to respond quickly to the changing needs of the Tobacco Agency on a daily basis.

The project director will serve as the lead on the contractor's team. This position will serve as the liaison to the subcontractors and will be responsible for the completion of the subcontractor's duties.

An electronic database and hard copy resource library of materials relating to tobacco control issues will be set up and maintained by the contractor for the duration of the contract. All electronic and hard copy materials become the property of the Tobacco Agency upon termination of this contract.

The project coordinator, project director, and appropriate Tobacco Board staff will discuss weekly the status of the current projects. Changes to this meeting schedule may be altered at the discretion of the Tobacco Agency. The contractor must prepare a weekly status report to be used for discussion at status meetings. Status reports must be submitted to the Tobacco Agency 24 hours prior to the status meetings.

2. Evaluation Committee

TERCC will work closely with the Tobacco Board Evaluation Committee on the design and development of each major component of the evaluation. This process began in spring 2002, as the project director presented an overview and preliminary data collection and analysis plans to the committee. The committee will review subsequent development of these plans and will guide and oversee analyses and planned presentations of results to the full Tobacco Board.

3. Advisory Group

One of the first steps in developing and implementing the evaluation plan for Tobacco Board programs involves establishing an Advisory Board for TERCC. Advisory Board members reflect a diverse mix of expertise and assets and have the professional experience to help develop and/or confirm the methodology of evaluation activities.

The Advisory Board will serve as a resource for the development and review of the Tobacco Board's evaluation plan, as well as the meta-evaluation strategy. TERCC will maintain regular contact with members and will forward relevant materials to them for review and comment. They will have the opportunity to see drafts of the evaluation plan

documents and to offer input as needed throughout the implementation. A meeting of all members will be scheduled as the evaluation plan is nearing completion to offer members the chance to share ideas and lessons from their experience and to discuss specific evaluation tasks. As programs develop and change and as evaluation tasks are modified, the Advisory Board will continue to provide guidance, either through conference call discussions or occasional in-person meetings.

The Advisory Board includes the following members; their affiliations are listed in parentheses:

- Frank Chaloupka, Ph.D. (University of Illinois at Chicago)
- Laurie Chassin, Ph.D. (University of Arizona)
- Paul Florin, Ph.D. (University of Rhode Island)
- Aida Giachello, Ph.D. (University of Illinois at Chicago)
- Kurt Ribisl, Ph.D. (University of North Carolina)
- Jeffrey Wasserman, Ph.D. (RAND Corporation)

B. PTS

1. Process Monitoring

TERCC provided input to the Tobacco Board on the design, development, and implementation of a PTS. This system, implemented in September 2002, is being used by the 92 community-based and 29 minority-based partnerships. This system enables the Tobacco Board to receive regular reports from its grantees; these reports detail the progress being made on a local level toward achieving goals and objectives. The system also enables the Tobacco Board to compile process evaluation data for future analysis.

The PTS has been designed using an interactive reporting approach and is accessible via the Internet. TERCC is working with the Tobacco Board and the Web contractor to develop a program that will provide comprehensive information about individual activities yet will be easy for community partners to learn and use. On-site training sessions will be presented to all partners by Tobacco Board staff, and a handbook and technical assistance will be provided by TERCC.

Representatives from Tobacco Board partners enter the site by using a password-protected login. Upon entering, they have the option of maintaining activity/event records by entering new activities or reviewing those that have been completed. This system also allows partners the opportunity to complete activity records *throughout* the quarter, which reduces the burden on groups that are often very busy completing other tasks at the end of the quarter.

Partners choose an activity category (e.g., training activity, data collection) for each entry, which dictates the specific series of questions that follow. The questions are being designed to measure a variety of details about activities. This information will be used by TERCC and the Tobacco Board to determine the overall effectiveness of these programs. In addition, the data will be used to ensure that Tobacco Board staff and regional directors are kept informed and that community- and minority-based partners are receiving the technical assistance and support that they need.

Before the Web-based system was developed, TERCC assisted the Tobacco Board in creating an interim word-processed reporting form that incorporated much of the content from the Web-based system but allowed respondents to begin submitting reporting information during the first and second quarters of funding (roughly spring and summer 2002), before the interactive version was complete. As of December 2002, data elements from this interim form were in the process of being transferred directly to a database where they would be stored for comparative analysis.

2. Impact Evaluation

In order to determine the effectiveness of community-based and minority-based programs, it will also be necessary to conduct an impact evaluation. The PTS is being designed to accommodate an additional survey, which will be accessible through a link on the Web site and administered annually. Respondents will be notified that the survey is online and will be asked to complete it during a defined window of time (approximately 2 weeks). The instrument focuses on measurable changes in the community indicators associated with their activities. The first administration of the impact survey is scheduled for February 2003.

AIR has developed an outline of topics to be addressed in the first data collection for this task, which will include, but not be limited to, the following:

1. Coalition Staff
 - a. Number of FTE dedicated to tobacco control
 - b. Specific position being held/positions open
 - c. Skill areas (e.g., cessation, media advocacy, youth)
 - d. Retention/hiring issues
2. Resources Available/Needs
 - a. Adequacy of funding
 - b. Ability to secure resources in the community
 - c. Specific needs

- d. Impact of resources available on program implementation
- 3. ITPC Support
- 4. Specific Training (obtained during the last year/conferences attended)
- 5. Coalition Membership
 - a. Current members
 - b. Members who joined within the last year
 - c. Affiliation of current members (e.g., HCPs, business community, educators)
 - d. Diversity of membership
- 6. Specific Issues for Recruitment/Retention of Coalition Members
 - a. Time
 - b. Social/political pressures
 - c. Conflict in organizational priorities
 - d. Lack of interest/lack of potential partners
- 7. Networking With Nonmember Organizations
 - a. Type of activities
 - b. Formalized relationships
- 8. Specific Issues in Networking With Nonmember Organizations
 - a. Conflict with organizational priorities
 - b. Lack of interest
 - c. Lack of potential partners
 - d. Resources
- 9. Program Implementation/Activities
 - a. Summary of activities from quarterly reports
 - b. Focus of activities from these summaries
 - c. Barriers to implementation

- d. Factors facilitating implementation

10. Impact Summaries

- a. Public school campus smoking policies
- b. Junior college campus smoking policies
- c. Changes in local CIA policies (e.g., summaries of restaurant surveys)

11. Community Support/Environment

- a. Attitudes among general adult population toward tobacco control
- b. Attitudes of local public officials (e.g., educators, appointed commissioners)
- c. Attitudes of local elected political leaders
- d. Attitudes of local media

3. Statewide, Regional, and Pilot Program Evaluation

TERCC is working with the Tobacco Board to develop an evaluation tool to monitor and evaluate the progress of the statewide, regional, and pilot partnerships. The first step will be to create “clusters” of programs based on their stated goals and the Tobacco Board objectives that they address. Each cluster will then be outlined in a program logic model, using details from the various proposals and work plans and using the input of the statewide partners themselves.

The next step involves the creation of a template that outlines all outcome measures, by cluster, for all of the statewide, regional, and pilot programs. This template will assist evaluators in identifying which measures are being collected within each cluster of programs. Using priorities defined by the Tobacco Board, TERCC will determine the measures that will form the basis of the cluster evaluation, along with other measures that will be used to compare multiple sites and to assess the effectiveness of individual programs.

A statewide, regional, and pilot evaluation plan will be developed and included as an appendix to this plan at a future date.

C. Minority Grantees Needs Assessment

TERCC has subcontracted with the McCormick Group, an Indianapolis-based, African-American-owned firm, to lead the Minority Grantees Needs Assessment. The McCormick Group, with input from TERCC, developed a protocol for the needs assessment that investigated the minority-based partners and coalitions in terms of their capacity and diversity. This assessment was designed as a tool that the Tobacco Board could use to

determine ways in which the grantees can benefit from additional training and technical assistance.

The protocol consists of a survey instrument to be administered during 30–60 minute, in-person interviews. A representative from the McCormick Group and/or the Tobacco Board scheduled interviews with a representative from the grantee's lead agency. The interviewer visited the agency offices to conduct the interview. The main objectives of the interview were to assess program priorities, understanding of methods to achieve objectives, and perceived barriers to achieving goals. After conducting the interview, the McCormick Group and TERCC compiled findings and developed a report that included results and provided recommendations for future steps. Additional needs related to training and technical assistance will then be discussed with the Tobacco Board, and the roles of TERCC and the McCormick Group in implementing these activities will be determined. Follow-up interviews may be conducted at regular intervals to measure progress and to determine additional needs.

In this effort, TERCC and the McCormick Group collaborated with the Tobacco Board and the Indiana Minority Health Coalition (IMHC). IMHC is a statewide grantee whose proposed activities also called for conducting an assessment of local minority-based partnerships. To ensure that there was no duplication of effort and to reduce the burden on individual grantees, TERCC collaborated on methods, instruments, and analysis plans with IMHC and the Tobacco Board and worked with both groups to establish a joint interview protocol.

D. Secondary Analysis

TERCC will assist the Tobacco Board in (1) working with secondary data sources that are appropriate and relevant to Indiana by gathering those that will be useful in comparative analysis and (2) collecting state-specific data. Data sources that may be acquired and analyzed include, but are not limited to, the BRFSS, the Youth Risk Behavior Surveillance Survey (YRBS), the Monitoring the Future Survey, the NYTS, Indiana and other state YTS, the Tobacco Supplement of the Current Population Survey, and the National Household Survey of Drug Abuse. In addition, TERCC will work with the Tobacco Board to conduct secondary analysis on the Media Tracking Baseline Survey, conducted in Indiana in fall 2001.

Results from all secondary analyses may be used to develop comparative measures for later surveys (e.g., comparison of attitudes and beliefs in the baseline media tracking survey with those after campaign implementation) and to provide appropriate data to supplement regional and county-level information. Results may also be used in the creation of summary reports that can be disseminated to public stakeholders and program developers.

E. Media Campaign Tracking

TERCC worked with Tobacco Board staff to develop a survey to measure the effectiveness of all paid media and public relations efforts. This telephone survey was designed to assess media campaign exposure through awareness of specific advertising, sponsorship, and outreach efforts. Survey items measured respondents' attitudes and beliefs about tobacco use and the social imagery of smoking, with special emphasis on ideas addressed in the campaign

messages. In addition, the survey gauged tobacco use behavior and included items related to intensity and recency of respondents' use as well as exposure to ETS. Analyses of these items allowed the Tobacco Board to determine the relative effectiveness of its media campaign and assisted in designing future media messages. Two versions were developed—a youth version, which was used in interviews with respondents 12–17 years old, and an adult version, which was the basis for interviews with respondents 18 and older. Both versions will also be translated into Spanish.

A baseline survey was completed in September 2001, prior to the official launch of the media campaign. Secondary analyses of these data will also assist the evaluators and Tobacco Board staff in understanding changes in the smoking environment in Indiana. The first steps in creating the follow-up survey involve an in-depth review of the baseline instrument and the findings from the analyses. TERCC staff is working with the Tobacco Board and the advertising contractor to learn about the development of the baseline instrument and to modify it appropriately for the follow-up investigations. In addition, TERCC will maintain regular communication with the Tobacco Board and the advertising contractor in order to discuss media buying and scheduling, creative strategies, and the main campaign messages that are the focus of the assessment.

The Indiana Media Tracking Survey was developed in summer 2002 and fielded from September 17, 2002 to October 13, 2002. TERCC subcontracted with Discovery Research Group, Inc., to conduct the computer-assisted telephone interviews (CATI). The media tracking survey instrument appears in Appendix B.

F. Surveillance (IATS and IYTS)

TERCC is working with the Tobacco Board to ensure that all surveillance activities are designed and implemented according to the standards set forth by the CDC's Office on Smoking and Health (OSH).

G. IATS

The ATS is a new assessment tool developed by the CDC to serve as a surveillance measure for statewide tobacco use prevalence among adults. States employing the ATS have the opportunity to provide input and to lead the development of standard measures that may be used in the future. Discussions between the Tobacco Board and TERCC led to the decision that the ATS would be an appropriate and innovative tool for surveillance in Indiana. RTI, with assistance from TERCC and the Tobacco Board, is taking the lead in the development and implementation of this task.

The first steps that RTI is taking include the development of an implementation and analysis plan, and a first attempt at an instrument that includes the core, CDC-approved questions and optional, Indiana-specific items. These items are being drawn from a variety of other national and state-level surveys (e.g., BRFSS, Monitoring the Future) and from a bank of items provided by the CDC as possible additions. RTI will forward recommended items to TERCC and the Tobacco Board for review. The final instrument will be approved by the Tobacco Board. See Appendix B for the instrument.

H. IYTS

For youth surveillance, the Tobacco Board determined that the state YTS would be the most appropriate assessment tool. The state YTS was developed by the CDC several years ago and has been employed in many states as an annual or biennial measure of tobacco use prevalence among 12- to 17-year-olds in the state. As with the ATS, the YTS consists of a core set of items that may be amended through the addition of optional items. These items may be drawn from a list provided by the CDC (of items used successfully elsewhere) or may be developed by evaluators to be specific measures of issues being targeted by interventions in the state.

The survey is administered as an in-school assessment and is conducted through the voluntary cooperation of school administrators. TERCC and the Tobacco Board will use the guidelines set forth by the CDC in the administration of the IYTS and will employ volunteers from the Tobacco Board's community-based and minority-based partnerships to assist with the on-site delivery and collection of materials.

Indiana conducted the IYTS in 2000, and the results from those analyses will serve as the baseline for youth prevalence in the state. The Tobacco Board is working with the agency that conducted the 2000 IYTS for technical assistance and guidance and for the opportunity to review the results garnered from their analyses. In addition, TERCC is learning from the 2000 administration by reviewing materials related to the protocol, instruments, coordination, and data management. TERCC is also conducting preliminary secondary analyses on the 2000 data, which will aid in comparative analyses.

In order to ensure that the development of the instrument and the administration is handled efficiently and accurately, TERCC and the Tobacco Board are enlisting CDC's OSH for guidance and technical assistance. Representatives from OSH will help design the sampling frame, will review the instruments, will provide training for survey administrators, and will compile and weigh the data.

I. News Media Analysis

Using techniques developed under the NCI's ASSIST, the TERCC team has developed a news media tracking system intended to capture the print media coverage from daily and weekly newspapers in Indiana (to include those newspapers originating in neighboring states that cover Indiana local and state news). This tracking system allows for the analysis of Tobacco Board "earned media" by measuring coverage according to the number of clips, the topics discussed, and the slant of the articles. This investigation helps the Tobacco Board to understand the social environment and smoking culture in Indiana.

A clipping service was selected based on its ability to provide geographically comprehensive clippings delivered in a timely way. TERCC investigated both local and national firms and recommended Allison's Clipping Service, an Indiana-based organization.

TERCC staff receive the clips, scan them electronically, and forward them (in hard copy) to Tobacco Board staff for review. To supplement the clips provided by the contracted clipping

service, TERCC also subscribes to Spanish language and African-American-targeted newspapers in Indiana. TERCC staff members, who are trained to search for relevant articles, read these newspapers as well. Clips extracted using this method will also be scanned and forwarded to the Tobacco Board.

A news tracking plan was developed that includes search methods and terms, an implementation plan, and a coding scheme for the analysis of the articles. This coding manual is a dynamic document, which will be modified as the Tobacco Board develops and as program focuses change. Coders are being trained on the policies and programs related to Tobacco Board activities and will enter details about each article into a database. These details include, but are not limited to, publication source, type of article, date, content of article, and the slant taken on the issue. In addition, the number of mentions that “Indiana Tobacco Prevention and Cessation (Tobacco Board)” receives will be tracked. The Tobacco Board will have the opportunity to offer input in the design of the system and will approve all methods before implementation. The database is the property of the Tobacco Board and will be delivered to the agency, along with a training manual and all reports, at the termination of the contract with TERCC.

Monthly and quarterly comprehensive reports are being created and delivered to the Tobacco Board. These reports include frequencies for all relevant details (e.g., article number, type of article, primary and secondary policies, slant) for clips at a state level. More specific analyses may be requested by the Tobacco Board (e.g., frequencies by county or region) at any time.

J. Meta-evaluation

A meta-evaluation plan will be developed with input from TERCC, the Tobacco Board, and the Advisory Board. This plan will be created and implemented after approval of the overall evaluation plan.

VII. Implementation Schedule

A. Gantt Chart for All Tasks

PTS: This reporting system will be completed quarterly by Tobacco Board grantees. Data will be compiled and analyzed at the end of each quarter, with additional analyses being conducted for the impact evaluation, which will be conducted annually.

Minority Grantees Needs Assessment: As currently designed, the Minority Grantees Needs Assessment is a one-time task and was completed in 2002. Further activities will be conducted on an as-needed basis.

Secondary Analysis: Secondary analysis is ongoing and will continue as additional data sources become available.

Media Campaign Tracking: Media campaign tracking surveys will be conducted annually (each fall) during the media campaign. Comparative analyses will be conducted on an ongoing basis, and reports will continue to be delivered throughout the year.

Surveillance: Both the telephone-based IATS and the school-based IYTS will be implemented biennially, in the fall.

News Media Analysis: The analysis of news media coverage will be ongoing, with reports filed both monthly and quarterly. Additional analyses may be conducted at the Tobacco Board's discretion.

Table A.2 in Appendix A, following this evaluation plan, contains a Gantt chart that shows the schedule of proposed data collection activities, analyses, and deliverables. The schedule of activities is presented at the major subtask level; specific schedules for component subtasks will be developed as needed.

VIII. Analysis Plan

The following highlights specific analyses to be conducted as a starting point for investigating each Indiana research question. This is not an exhaustive list; rather, it is an illustration of planned analyses. Each proposed analysis is identified with specific Tobacco Board objectives or anticipated program outcomes (from “Logic Models of Tobacco Board Programs,” Section III, above). Specific analyses for some research questions are still under development.

A. Research Question: What is the Indiana smoking rate? (Objectives 1–4)

- What change has there been in Indiana smoking rates since 2000?
- What changes have there been in Indiana smoking rates among different, age, gender, racial/ethnic, pregnant women, and regional subgroups since 2000?

1. Data Sources

The data sources are the following:

- IATS
- IYTS
- BRFSS and YRBS (as appropriate)

2. Analyses

Using CDC’s definitions for smoking applicable to youth and adults, we will determine the percentage of respondents who are smokers. Adult smokers are defined as individuals who smoked in the last 30 days and smoked at least 100 cigarettes in their lifetime. Youth smokers are defined as young people who smoked a cigarette in the last 30 days.

The IYTS allows consistency checks to confirm smoking status based on the pattern of responses to the core questions. The decision tree has been developed by the Legacy Applied Research Coordinating Center for the analyses of the NYTS. Briefly, the decision tree looks at the consistency of responses between a question of whether one smoked in the last 30 days and those that have “I do not smoke” or “I did not smoke in the last 30 days” as response options. For example, “Where did you get cigarettes in the last 30 days?” We propose using the decision tree to validate the smoking status of individual respondents. See Figure A.1 in Appendix D for the decision tree.

The comparisons between current and previous youth smoking rates will be made by comparing IYTS 2000 and IYTS 2002 data. Analyses will account for sampling differences. In addition, we propose using the decision tree to validate smoking status for both 2000 and 2002 data as the check on data validity. If, as expected, the correction as a result of the validity check falls within accepted sampling error, uncorrected prevalence rates will be presented as the comparison. If the correction leads to a significant deviation from

uncorrected rates, AIR will further examine the data to check whether underreporting of smoking status could be attributed to specific demographic or social groups. AIR and ITPC will work together on a communication strategy to disseminate corrected results. We propose that the theme of quality control and sophistication of analyses underlie this communication strategy and that the communication strategy offer a data-driven or theoretically driven explanation for the observed discrepancy (e.g., social desirability bias that may be confounded with demographic characteristics of the respondents).

Since the first administration of the IATS will be in October 2002, the survey is intended to provide a baseline smoking rate. However, the smoking rate determined by the IATS can be compared to the smoking rate reported by previous administrations of the BRFSS, accounting for sampling differences. However, due to the differences in sampling approaches, these comparisons may preclude segmentations of the sample by some of the demographic characteristics. For example, an IATS sample is stratified by region and over samples the Hispanic population, whereas the BRFSS did not. Trends in both surveys will be monitored and compared over time.

We propose to compare smoking rates and changes in smoking rates when feasible by the following demographic segments:

- Age:
 - Using IYTS data: 11- to 13-year-olds vs. 14- to 18-year-olds
 - Using IATS data: 18- to 24-year-olds vs. 25-year-olds and over
- Region:
 - Race/ethnicity: Caucasian vs. African American vs. Hispanic
 - Pregnancy status: (Does ATS ask this?)

B. Research Question: How many Hoosiers have access to smoking cessation services through their health insurance coverage? (Objective 5)

- What change has there been in the number of Hoosiers that have a smoking cessation service through their health insurance coverage since 2000?
- What percent of insurance companies offer this coverage?
- What percent of employers offer this service?
- What percent of employee members have these benefits?

1. Data Source

The approach to collecting these data will be determined.

2. Analysis

The analysis will be conducted.

C. Research Question: How many smokers receive smoking cessation advice and support from their primary HCP? (Objective 6)

- What are the changes in the number of smokers receiving primary HCP advice and support since 2000?

1. Data Source

The data source is the IATS.

2. Analyses

The percentage of smokers who received smoking cessation advice and support from their primary HCP will be calculated using responses on IATS. Additional comparisons based on respondents' demographic characteristics, smoking uptake, and willingness to quit will specify what respondents are more likely to receive such advice and support from their HCP.

D. Research Question: What percent of retail merchants comply with youth access laws? (Objective 7)

- What are the changes in youth access compliance since 2000?

1. Data Sources

The data sources are the following:

- Reports of Compliance Checks by the Indiana Excise Police
- IYTS

2. Analyses

The rate of compliance will be calculated by dividing the number of businesses found in compliance over the total number of compliance checks conducted. AIR will analyze the methodology used to conduct compliance checks to determine whether they are random or whether there are other factors that could have affected reported compliance rates (e.g., targeting areas known for noncompliance). The results of this analysis will determine whether the reported compliance rates can be extrapolated to the state. If not, the results will be presented explaining possible sources of bias.

The IYTS question regarding where teen smokers obtained cigarettes provides an indirect measure of compliance with youth access laws. Assuming a direct relationship between compliance by merchants and ability of youth to purchase cigarettes, a decreasing trend in

the number of youth smokers who stated that they purchased their cigarettes may indicate a greater degree of compliance among merchants.

E. Research Question: What percent of children are exposed to ETS in their homes? (Objective 8)

- What are the changes in children's exposure since 2000?

1. Data Source

The data source is the IYTS.

2. Analyses

The percentage of youth exposed to secondhand smoke in their homes can be approximated by looking at responses to questions regarding home smoking rules and whether a member of a household smokes. Home rules that allow smoking inside and residing with a smoker indicate exposure to ETS. Analyses of exposure by demographic characteristics will help to identify children most at risk of ETS exposure in their homes.

F. Research Question: What percent of schools have policies prohibiting tobacco products on campus? (Objective 9)

- What are the changes in the percent of schools with tobacco prohibitions?

1. Data Sources

The data sources will be determined.

2. Analysis

The analysis will be conducted.

G. Research Question: What percent of Hoosiers work in smoke-free environments? (Objective 12)

- What are the changes in the number of employers prohibiting smoking in the building since 2000?
- What are the changes in the number of employers prohibiting smoking on the premises since 2000?

1. Data Sources

The data sources are the following:

- IATS

- BRFSS (even numbered years)

2. Analyses

The percent of Hoosiers working in smoke-free environments will be derived by looking at the responses to the IATS question regarding smoking policies at the place of employment. Since this question is identical to that used on the BRFSS, comparisons can be made between the surveys, although analyses by some of the demographic characteristics will not be feasible.

H. Research Question: What percent of restaurants are totally smoke free? (Objective 13)

- What are the changes in the percent of smoke-free restaurants since 2002?

1. Data Sources

The data sources are surveys of restaurants conducted by community partners.

2. Analyses

Starting with 2002, AIR will obtain data collected by community partners. While obtaining these data, we will obtain specific information regarding how the survey was conducted, stressing specifically inclusiveness of the survey effort and possible local differences in the definitions of what constitutes a restaurant. To the extent possible, the aggregate of local data will be adjusted by these considerations.

I. Research Question: What is the rate of Hoosiers' tobacco consumption per capita? (Objective 16)

- What are the changes in the consumption of cigarettes per capita since 2000?
- What are the changes in the consumption of other tobacco products per capita since 2000?

1. Data Source

The data source is the Indiana Department of Revenue.

2. Analyses

AIR will examine the Indiana Department of Revenue data and propose feasible analyses based on the characteristics of these data.

J. Research Question: What are Hoosier youth's and adults' knowledge, attitudes, and beliefs about tobacco? (Objective 17)

- What are the changes by grade level in youth knowledge of tobacco health risks since 2002?
- What are the changes by grade level in youth smoking susceptibility since 2002?
- What are the changes by grade level in the social acceptability of smoking among youth since 2002?
- What are the changes by grade level in youth attitudes toward the tobacco industry since 2002?
- What are the changes in adult knowledge of ETS health consequences since 2002?
- What are the changes in adult support for restaurant smoking bans since 2002?
- What are the changes in adult support for specific tobacco control policies since 2002?
- What are the changes in adult attitudes toward the tobacco industry since 2002?

1. Data Sources

The data sources are the following:

- IYTS
- IATS

2. Analyses

Since many of the attitudes, domains of knowledge, and beliefs about tobacco and tobacco control policies are measured by several items on each survey, the first step will be to derive a summary construct. In the case of youth susceptibility to smoking, the summary construct has been defined by the CDC and Legacy in such a way that consistent “definitely not” responses to a set of four applicable questions designate a respondent insusceptible to smoking and any response other than “definitely not” on any of the questions indicates susceptibility. In cases where the construct is not previously defined, we propose conducting factor analyses on the sets of related questions. This statistical procedure will allow us to represent a construct (e.g., respondent’s knowledge of health risks) as one summary score. In the case of knowledge of health risks, the summary score will represent the degree of knowledge ranging from high to low. Similarly, for the questions regarding attitudes toward the tobacco industry, the summary score will indicate an overall favorable or unfavorable attitude.

In order to provide ITPC with information needed for strategic program development, in addition to summarizing KAB for adult and youth samples, we propose looking at the relationships between KAB measures and respondents' characteristics, such as demographics, cigarette uptake, and reported exposure to protobacco and antitobacco messages and information. Furthermore, to understand the dynamics of the beliefs and attitudes among Hoosiers, we propose looking at the interrelationships among KAB(s). For instance, lower perceived risk of smoking may be related to less favorable attitudes toward tobacco control and more social acceptability of smoking in public places and, thus, may be indicative of the smoking culture in Indiana.

The previous administration of IYTS in 2000 will allow us to look at the trend data by comparing results for 2000 with those obtained in 2002. Some of these comparisons will be made in relationship to key demographic characteristics like age and race/ethnicity. IATS data on KAB will serve as the baseline for future trend analyses.

K. Research Question: How many tobacco-related ordinances, by type, have been enacted in Indiana communities since 2002? (Objective 19)

1. Data Source

The data source is ITPC's community-based partners.

2. Analyses

AIR will classify local tobacco control ordinances on the books in 2002 by tobacco control policy issue (e.g., youth access, indoor smoking) to establish a baseline. One option may be to use the rating system currently being developed for ASSIST evaluation to assess the policy impact of these local ordinances. (example) Using the same data source, we will track the changes in local ordinances. If the rating system is adopted, more sophisticated analyses will be possible.

L. Research Questions Related to Community and Minority Partners Programs

(Note: Some questions related to this program are covered above.)

- What are the changes in tobacco control program-related skills?
- How involved and satisfied are partners in their tobacco control programs?
- What percent of key organizations in the community participate in or are affiliated with the local partners' tobacco control programs?
- To what extent do partners implement planned activities in skill areas?
- What are the demographics of partner members, and how do they change over the period of Tobacco Board funding?

- To what extent do partners institutionalize their activities and obtain additional funding?
- How do community social norms about tobacco control change over time?

1. Data Sources

The data sources are the following:

- PTS
- Survey of Local Partners
- IATS
- IYTS

2. Analyses

The data from IATS and IYTS will provide information on the social norms by regions of Indiana and among specific ethnic/racial and social groups. Whereas neither of the surveys will provide county-level data, the regional data can be analyzed in relationship to the local partner activities aggregated to the regional level. For instance, regional focus on smoke-free restaurants may result in greater acceptability of clean indoor air regulations indicated by IATS. A similar approach can be taken with other knowledge, attitude, and belief measures that reflect local partners' programmatic priorities, as reported using the PTS, including both the focus on the issues as well as specific populations being targeted.

By tracking activities conducted by local partners, the PTS will allow us to compare the reported focus of the local programs with the specific priorities set out in grant applications. Information reported about each activity will allow us to ascertain the extent to which these activities were implemented and what audiences were reached. Changes in frequencies and characteristics of activities can be analyzed to ascertain the changed skill levels as programs mature.

The research questions regarding partners' characteristics, extent of their networking with other organizations, and their satisfaction with collaboration with ITPC will be directly assessed using an annual survey.

M. Research Questions Related to the Tobacco Board Mass Media Campaign

- To what extent do Hoosier youth become tobacco control activists?
 - What roles do the youth play in tobacco control programs?
- To what extent is Hoosier youth's progression to established smoking reduced (as measured by the smoking uptake scale)?

- To what extent do youth become “closed to smoking” (as measured by smoking uptake)?

1. Data Sources

The data sources are the following:

- IYTS
- Media Survey
- PTS

2. Analyses

Both the IATS and the Media Survey ask about involvement in antitobacco activities. Changes in the percent of youth indicating their involvement over time will be related to the frequency and the type of local activities targeting youth involvement obtained from the PTS. Using Media Survey data specifically, we would be able to relate emergent youth activism to exposure to ITPC media messages.

Analyses of change in susceptibility to smoking among youth have been discussed previously.

N. Research Questions Related to Enforcement Programs

- To what extent are retail tobacco vendors aware of tobacco laws?
- To what extent do vendors express their intention to follow these laws?
- To what extent are Hoosiers aware of state tobacco laws?
- To what extent do Hoosiers support tobacco law enforcement programs?
- To what extent do vendors follow all tobacco laws?
- To what extent do vendors comply with advertising and other regulations?

1. Data Sources

The data sources are the following:

- IATS
- Media Survey
- ATC Quarterly Reports

2. Analyses

Questions on the Media Survey specifically ask about awareness of youth access and possession laws. However, currently there are no data on public support of enforcement programs. The IATS asks about support for stronger laws but not about the support for enforcement activities. However, both of these sources can serve as indicators of public support for stronger laws and indirectly for enforcement.

ATC quarterly reports provide data on the enforcement activities. Noncompliance can be defined as the number of citations issued over the number of compliance checks. However, a number of factors reflecting enforcement activity can influence the noncompliance ratio. For instance, more directed enforcement (e.g., sting operations targeting vendors against whom a complaint was filed) could lead to inflated noncompliance rates for the state. AIR will examine reporting procedures to see if it is possible to isolate data from random compliance checks that, thus, approximate random sampling.

Data sources on attitudes and intentions of vendors will be determined.

IX. Dissemination

The following dissemination plan outlines a series of reports, presentations, publications, and other products based on findings from evaluations of Indiana tobacco control activities. Products will be designed specifically to meet the informational needs of ITPC and Indiana stakeholders as well as a variety of potential external audiences. The plan's objective is to describe methods to strategically communicate research findings to meet audience needs using appropriate levels of comprehensiveness and specificity. The external communication components of the dissemination plan will not replace full evaluation reports submitted by AIR to ITPC. Instead, the reports will be the sources of information for dissemination products and will be referenced as the sources of data.

A. Staffing

Dr. Alec Ulasevich and Ms. Sarah Ray will have management responsibility for research dissemination activities. Dr. W. Douglas Evans will provide editorial and corporate oversight. AIR Publications and Creative groups will provide editorial, graphic, and production support. ITPC will review and approve all dissemination products.

B. Approval Process

All products will use ITPC logos and other elements of ITPC graphic identity when necessary. All products will be developed and approved through an ITPC approval process prior to release to intended audiences.

For products aimed at Indiana stakeholders, we propose the following development and approval process:

- AIR will present an outline to the ITPC Director of Research and Evaluation.
- Upon approval of the outline, AIR will draft the document and submit the draft to the ITPC Director of Research and Evaluation for review.
- The ITPC Director of Research and Evaluation may have the draft reviewed by other ITPC staff or members of ITPC Board.
- AIR will work with the ITPC Director of Research and Evaluation to resolve any issues arising from the review of the draft.
- The final draft will be submitted to the ITPC Director of Research and Evaluation prior to the final production of the document.
- The final version of the document will be submitted to the ITPC Director of Research and Evaluation for approval prior to release.

For external audiences (groups outside the state, including tobacco control researchers, practitioners, and policy makers):

- AIR will present the ITPC Director of Research and Evaluation with the topic proposal.
- Upon approval of the topic, AIR will present an outline to the ITPC Director of Research and Evaluation.
- Upon approval of the outline, AIR will draft the document and submit the draft to the ITPC Director of Research and Evaluation for review.
- The ITPC Director of Research and Evaluation may have the draft reviewed by other ITPC staff or members of ITPC Board.
- AIR will work with the ITPC Director of Research and Evaluation to resolve any issues arising from the review of the draft.
- The final draft will be submitted to the ITPC Director of Research and Evaluation prior to the final production of the document.
- The final version of the document will be submitted to the ITPC Director of Research and Evaluation for approval prior to release or submission.
- If the document is a journal article:
 - AIR will share reviewers' comments and AIR's responses with the ITPC Director of Research and Evaluation.
 - Any resubmissions will be contingent on approval by the ITPC Director of Research and Evaluation.

C. Dissemination to Indiana Stakeholders

1. Quarterly Reports to ITPC

TERC produces reports and submits them to ITPC at the end of each quarter. These reports provide details on the progress of ongoing evaluation activities and summaries from ongoing data collection activities (e.g., PTS and media tracking data) and include details related to challenges faced and their solutions, as well as an outline of upcoming activities. Quarterly reports are submitted to ITPC no later than 30 days following the end of the reporting quarter.

2. Annual Report

An annual report of TERCC's deliverables will also be submitted to ITPC no later than 30 days following the end of the contract term. This report will bring together much of the information contained in the quarterly reports and will present results from evaluation activities as they are available. TERCC will prepare any additional documentation requested by the Tobacco Agency.

3. Evaluation Committee

The evaluation committee of the board has oversight responsibility for TERCC and serves as a major advocate for the evaluation and dissemination to Indiana and external stakeholders. TERCC will make periodic presentations to the evaluation committee on progress of evaluation tasks and findings and will obtain guidance on methodology and overcoming challenges. AIR will share drafts of research dissemination products with the committee and will develop separate summaries of findings specifically for the committee. Such products will be typically at the level of complexity of descriptive reports but may also include more advanced statistical analysis to be included in full evaluation reports. The purpose of these summaries will be an early review of findings prior to inclusion in reports and publications or presentation to the full board.

4. Board Presentations

Periodically, the project director and TERCC staff will present findings from specific data collection activities to the full ITPC and the evaluation committee of the board. The purpose of these presentations will be to update the board on progress toward meeting overall and program-specific objectives. Presentations will generally occur at the end of each project year and as needed for board policy making and updates related to legislative priorities and to address any specific data or informational needs that board members may have.

D. Dissemination to External Stakeholders

1. ITPC Outlook Reports

Modeled after Legacy's *First Look Reports* and CDC's *Morbidity and Mortality Weekly Report (MMWR)*, the *ITPC Outlook Reports* will be thorough descriptive presentations of data on selected topics drawn from three Indiana surveys (i.e., IYTS, IATS, and Media Survey) and targeted at an audience with a basic understanding of research methods but with no advanced training. Each report will contain a basic technical description of methodology, and data will be presented segmented by relevant demographic characteristics of the respondents. In some cases, pertinent statistical relationships may be described. Possible topics for reports for each survey are presented below. AIR will work closely with ITPC to determine each topic and the content of these reports.

Target Audience: Public health community, community and faith-based organizations involved in health issues, tobacco control advocates, educators, media, and concerned citizens.

Dissemination Strategies: Printed booklets and Web-ready PDF.

Scope of Work: Three to four *First Look Reports* per administration of each survey.

Suggested Topics:

IYTS

- Smoking Prevalence Among Indiana Youth:
 - Overall smoking rates
 - Smoking rates by demographic characteristics (e.g., grade, race/ethnicity, region)
- Knowledge, Attitudes, and Beliefs About Smoking Among Indiana Youth:
 - KAB data segmented by grade, race/ethnicity, and region
 - KAB data segmented by above but controlling by smoking rates
 - Differences between smokers and nonsmokers segmented by demographic characteristics
 - Significant relationships among KAB
- Exposure to ETS Among Indiana Youth:
 - Reported exposure to ETS by demographic characteristics
 - Reported home rules on smoking by demographic characteristics

ATS

- Smoking Prevalence Among Indiana Adults:
 - Overall smoking rates
 - Smoking rates by demographic characteristics (e.g., age, race/ethnicity, SES, region)
- Exposure to ETS Among Indiana Adults:
 - Workplace smoking policy segmented by demographic characteristics
 - Exposure to ETS at home and in community segmented by demographic characteristics
- Smoking Culture in Indiana:
 - Attitudes and beliefs that define smoking culture
 - Prevalence of these attitudes among ethnic/racial, socioeconomic, and regional groups

Media Survey

- Exposure to Tobacco Marketing by Indiana Youth and Adults
- Tobacco Industry Attitudes and Beliefs About Indiana Youth
- Awareness of Indiana Antismoking Campaign by Indiana Youth
- Exposure to Protobacco and Antitobacco Media Influences Among Indiana Adults and Youth

2. Fact Sheets

Fact sheets will be brief (1–2 pages) summaries of findings intended for the general public. They will consist primarily of bulleted text along with brief tabular or graphic presentations of data. Fact sheets can be used as ready-made reference material for local partners and can be included in press releases. AIR will work closely with ITPC staff to identify topics for fact sheets that best suit ITPC programmatic goals. To avoid duplicating other efforts, the proposed fact sheets will pertain to Indiana-specific data collected through TERCC evaluation activities. The current fact sheets on Indiana adult and youth prevalence are the examples of type of topics that we envision.

Target Audiences: Stakeholders, public health community, and community and faith-based organizations involved in health issues, tobacco control advocates, educators, media, concerned citizens, and legislators.

Dissemination Strategies: Print and Web-ready PDF.

Scope of Work: Ten fact sheets per year distributed among types of fact sheets described below.

We propose the following categories of fact sheets:

- **Summaries of ITPC Outlook Reports:** These fact sheets would accompany the release of each *ITPC Outlook Report* and provide a brief top-line report of the findings.
- **ITPC Outlook Report Spotlight:** These fact sheets would focus on specific findings presented in *First Look Reports* that are of interest to particular audiences. For example, topics for spotlight fact sheets may be “Smoking Among Young Adults in Indiana” or “Smoking Risk Perception Among Indiana Middle School Children.” With the narrowly defined topic, each spotlight fact sheet will present more details on the findings highlighted than the top-line summary reports described above.
- **Special Interest Fact Sheets:** These will present findings on topics not covered by *First Look Reports* because they are either too narrowly defined for a larger report or of interest to a smaller audience. In addition, special interest fact sheets may be used as a vehicle to report on findings pertaining to ITPC objectives that are not measured

by IYTS, IATS, or Media Surveys. Furthermore, special interest fact sheets may summarize findings reported in professional publications.

3. Newsletter Research Column

On a monthly basis, AIR will contribute a column on research topics to the ITPC newsletter. The length will be agreed upon with ITPC, but we envision a column of not more than five paragraphs. The column will update readers on the status of evaluation activities (including releases of reports, *First Look Reports*, fact sheets, and professional publications). In addition, the column will briefly report on new findings either from the current research activities described in the update or from the currently released report or fact sheet. “Questions From the Field” could be another regular feature of the column. Local partners will be asked to submit a question pertaining either to Indiana-specific research or to research in the field of tobacco control. We suggest that ITPC exercise editorial control in selecting a question for each column and recommend that general interest to readership and feasibility of a short answer serve as the selection criteria.

Target Audience: Same as the newsletter.

Dissemination Strategies: Newsletter dissemination strategy.

4. Professional Publications

Articles published in peer-reviewed journals and presentations made at professional conferences, such as the American Public Health Association, lend credibility to the evaluation of ITPC tobacco control strategies and the findings released to the public. In consultation with ITPC, the AIR team will develop articles for publication and when appropriate will share authorship with ITPC staff. In all cases, ITPC will be noted as the funding source for the research. Publications of each article should be accompanied by a press release to local media to achieve a greater reach of information than just the research community.

Target Audience: Researchers and public health practitioners.

Secondary Audiences: Media, stakeholders, and the general public.

Scope of Work: Two article submissions per year to professional journals and three submissions to presentations at national conferences.

We propose articles and presentations on the following broad topics:

- *Process:* Articles on the implementation of Indiana tobacco control programs with the possibility of presenting some immediate impact measures (e.g., targeting of Indiana media campaign that cites measures of confirmed awareness).
- *Dynamic of Tobacco Use:* Articles on relationships among variables pertinent to predicting tobacco use among Indiana populations.

- *Outcomes:* Articles presenting findings about outcomes of Indiana tobacco control initiatives.

5. Special Publications

In addition, AIR will assist ITPC staff with research and evaluation aspects of dissemination strategies not mentioned above, such as reports to legislators, press releases, or replies to editorials in local newspapers.

Scope of Work: Negotiable. Staff hours may be allocated from other dissemination activities or other evaluation tasks.

6. Web-Ready Materials

TERCC will work with ITPC to review and update evaluation and research materials to be made available on the ITPC Web site. These documents may include fact sheets, short reports, and/or detailed analyses and should be targeted at a variety of audiences. Data sources will include both those analyzed as a part of the secondary analysis plan and those included as original or follow-up evaluation activities. It is anticipated that these materials will be of similar content and format to those currently presented on the ITPC Web site and over time will replace existing materials.

¹ The BRFSS is a national survey conducted at the state level to monitor state-level prevalence of the major behavioral risks among adults associated with premature morbidity and mortality. The BRFSS defines “current smokers” as persons who have smoked 100 or more cigarettes in their lifetimes. The Indiana State Department of Health conducts the BRFSS.

² The recommended reduction rate of 25% was identified in consultation between the Tobacco Board and AIR. It is based on the national Healthy People 2010 objectives (a 54%-reduction in smoking from 2000 to 2010); this objective was adapted to fit the initial evaluation time period, from 2001 to 2005, for Tobacco Board programs. YTS 2000 data were used for the baseline youth prevalence estimate for purposes of determining the target 23.7% prevalence in 2005. This percentage represents a 25%-reduction from 31.6% in 2000, as per YTS. The recommended reduction and target prevalence for middle school students (Objective 3) were arrived at using a similar methodology.

³ National Youth Tobacco Survey. (2000).

⁴ The YTS is a national survey endorsed by the CDC and the American Legacy Foundation. This survey will be conducted in alternating years to produce biannual prevalence rates for youth in grades 6 through 12. This survey defines “current smoker” as a student who smoked cigarettes 1 or more days in the past 30 days.

⁵ The *Indiana Natality Report* includes information on births to Indiana residents that occurred during 2000. Information is presented at the state, county, and city level (the 26 largest cities). This report includes data by age, race, and marital status of the parents; characteristics of the newborn, such as birth order and congenital anomalies; and outcome indicators, such as alcohol and tobacco use during pregnancy, gestation length, and birth weight.

⁶ Mathews, T. (2001). Smoking during pregnancy in the 1990s. *National Vital Statistics Reports*, 49 (7).

⁷ TRIP is currently conducted through the Indiana Excise Police. TRIP is a routine surveillance system that inspects tobacco retailers throughout the year. The Synar amendment requires states to conduct compliance

checks once a year.

⁸ Shopland, D., Gerlach, K., Burns, D., Hartman, A., Gibson, J. State-specific trends in smoke-free workplace policy coverage. *The Current Population Survey Tobacco Use Supplement, 1993 to 1999*.

⁹ Centers for Disease Control and Prevention. (2001). *Investment in Tobacco Control: State Highlights—2001*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health.

¹⁰ Based on \$109.5 million in cigarette tax revenue, SFY 2001.

¹¹ Centers for Disease Control and Prevention. (1999). Framework for program evaluation in public health. *MMWR*, 48(RR-11).

Appendices

Appendix A.

Additional Tables

A.1 Research Questions Related to 2005 ITPC Objectives

Objective	Research Questions (Related to Tobacco Board 2005 Objectives)	Baseline Data Source	Follow-Up Data Source
1. Decrease the overall cigarette smoking rate in Indiana from 27% to 22%.	What is the Indiana Smoking Rate? <ul style="list-style-type: none"> What change has there been in Indiana smoking rates since 2000? What changes have there been in Indiana smoking rates among different age, gender, racial/ethnic, pregnant women, and regional subgroups since 2000? 	The 2000 Behavior Risk Factor Surveillance Survey (BRFSS)	The BRFSS and Indiana Adult Tobacco Survey (IATS)
2. Decrease the current cigarette smoking rates among 9th- to 12th-grade students in Indiana.		The 2000 Indiana Youth Tobacco Survey (IYTS)	The IYTS
3. Decrease the cigarette smoking rates among 6th- to 8th-grade students in Indiana.		The 2000 IYTS	The IYTS
4. Decrease the percent of babies born to mothers who smoked during pregnancy in Indiana from 21% to 15%.		Indiana Birth Certificate Data, <i>Indiana Natality Report</i>	Indiana Birth Certificate Data, <i>Indiana Natality Report</i>
5. Increase the number of individuals who have access to a smoking cessation benefit through their health insurance coverage.	How many Hoosiers have access to smoking cessation services through their health insurance coverage? <ul style="list-style-type: none"> What change has there been in the number of Hoosiers that have a smoking cessation service through their health insurance coverage since 2000? What percentage of insurance companies offer this coverage? What percentage of employers offer this service? What percentage of employee members have these benefits? 		
6. Increase the number of smokers who receive smoking cessation advice and support when they visit their primary care providers.	How many smokers receive smoking cessation advice and support from their primary HCP? <ul style="list-style-type: none"> What changes have there been in the number of smokers receiving primary HCP advice and support since 2000? 	The 2000 BRFSS	The IATS (for those 18 years old and older); BRFSS
7. Increase the percentage of retail merchants who are in compliance with youth access laws.	What percentage of retail merchants comply with youth access laws? <ul style="list-style-type: none"> What changes have there been in youth access compliance since 2000? 	The 2002 Synar data reports	The Synar data reports and the Tobacco Retailer Inspection Program (TRIP) reports

Objective	Research Questions (Related to Tobacco Board 2005 Objectives)	Baseline Data Source	Follow-Up Data Source
8. Decrease the percentage of children exposed to secondhand smoke in their homes.	What percentage of children are exposed to ETS in their homes? <ul style="list-style-type: none"> What changes have there been in children's exposure since 2000? 	The 2000 IYTS	The IYTS
9. Increase the percentage of schools with policies prohibiting tobacco products on their premises.	What percentage of schools have policies prohibiting tobacco products on campus? <ul style="list-style-type: none"> What change has there been in the percentage of schools with tobacco prohibitions? 	The 2000 IYTS	The IYTS
12. Increase the percentage of individuals who work in a smoke-free environment.	What percentage of Hoosiers work in smoke-free environments? <ul style="list-style-type: none"> What change has there been in the number of employers prohibiting smoking in the building since 2000? - What change has there been in the number of employers prohibiting smoking on the premises since 2000? 	The 1999 Current Population Survey (CPS) and the 2000 BRFSS	The IATS and the BRFSS
13. Increase the percentage of restaurants that are totally smoke free.	What percentage of restaurants are totally smoke free? <ul style="list-style-type: none"> What change has there been in the percentage of smoke-free restaurants since 2000? 	Community-Based Partner Inspection and Survey Reports	Community-Based Partner Inspection and Survey Reports
16. Monitor tobacco consumption.	What is the rate of Hoosiers' tobacco consumption per capita? <ul style="list-style-type: none"> What change has there been in the consumption of cigarettes per capita since 2000? What change has there been in the consumption of other tobacco products per capita since 2000? 	The Indiana Department of Revenue cigarette tax data, 2001	The Indiana Department of Revenue cigarette tax data
17. Measure knowledge and attitudes related to tobacco.	What are Hoosier youth and adults' knowledge, attitudes, and beliefs about tobacco? <ul style="list-style-type: none"> What changes have there been, by grade level, in youth knowledge of tobacco health risks since 2002? What changes have there been, by grade level, in youth smoking susceptibility since 2002? 	The 2001 Adult and Youth Media Tracking Surveys; the 2000 IYTS	The Adult and Youth Media Tracking Surveys, the IATS (for those 18 years old and older), and the IYTS (for those 12–17 years old)

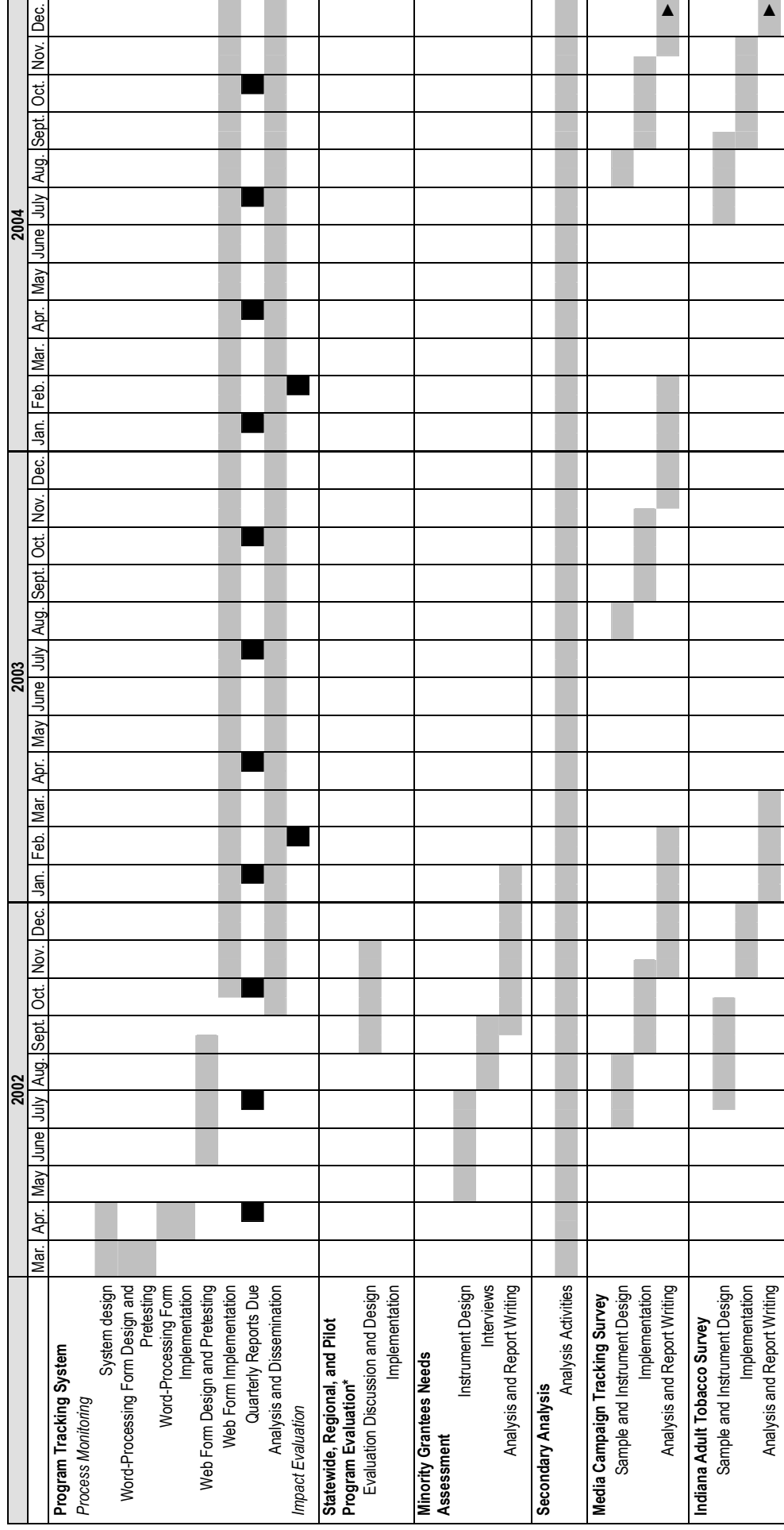
Objective	Research Questions (Related to Tobacco Board 2005 Objectives)	Baseline Data Source	Follow-Up Data Source
	<ul style="list-style-type: none"> • What changes have there been, by grade level, in the social acceptability of smoking among youth since 2002? • What changes have there been, by grade level, in youth attitudes toward the tobacco industry since 2002? • What changes have there been in adult knowledge of ETS health consequences since 2002? • What changes have there been in adult support for restaurant and shopping mall smoking bans since 2002? • What changes have there been in adult support for specific tobacco control policies since 2002? • What changes have there been in adult attitudes toward the tobacco industry since 2002? 		
19. Monitor the number and type of tobacco-related ordinances.	How many tobacco-related ordinances, by type, have been enacted in Indiana communities since 2002?		Program Tracking System (PTS) reports

A.2 Additional Research Questions

Research Questions	Baseline Data Source	Follow-Up Data Source
<i>Related to Community and Minority Partners Programs</i>		
What changes have there been in tobacco control program-related skills?		PTS Reports and the Minority Grantees Needs Assessment
How involved and satisfied are partners in their tobacco control programs?		PTS Reports and the Minority Grantees Needs Assessment
What percentage of key organizations in the community participate or are affiliated with the local partners' tobacco control programs?		PTS Reports
To what extent do partners implement planned activities in skill areas?		PTS Reports
What are the demographics of partner members, and how do they change over the period of Tobacco Board funding?		PTS Reports
To what extent do partners institutionalize their activities and obtain additional funding?		PTS Reports
How do community social norms about tobacco control change over time?		The News Media Coverage Tracking System and the IATS
<i>Related to the Mass Media Campaign</i>		
To what extent do Hoosier youth become tobacco control activists? • What roles do youth play in tobacco control programs?		The Youth Media Tracking Survey, the News Media Coverage Tracking System, PTS Reports, and the IYTS
To what extent is Hoosier youth's progression to established smoking reduced (as measured by the smoking uptake scale)? • To what extent do youth become "closed to smoking"? (as measured by smoking uptake)		The Youth Media Tracking Survey and the IYTS
<i>Related to Enforcement Programs</i>		
To what extent are retail tobacco vendors aware of tobacco laws?		
To what extent do vendors express intention to follow laws?		
To what extent are Hoosiers aware of state tobacco laws?		The IATS (for those 18 years old and older) and the IYTS (for those 12–17 years old)
To what extent do Hoosiers support tobacco law enforcement programs?		The News Media Tracking System and the IATS

Research Questions	Baseline Data Source	Follow-Up Data Source
To what extent do vendors follow all tobacco laws?		The Synar data reports, and the Tobacco Retailer Inspection Program (TRIP) reports
To what extent do vendors comply with advertising and other regulations?		The Adult and Youth Media Tracking Surveys, the IYTS, and the IATS

A.3 Gantt Chart



Appendix A. Additional Tables

	2002												2003												2004											
	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		
Indiana Youth Tobacco Survey																																				
Sample and Instrument Design																																				
Materials Assembled																																				
School Recruitment																																				
Survey Administration																																				
Analysis and Report Writing																																				
News Media Analysis																																				
Analysis																																				
Reports																																				

Appendix B.

2002 Data Collection

Instruments

2002 Indiana Youth Tobacco Survey (IYTS)

This survey is about tobacco use—cigarettes, chewing tobacco, and other products. Your thoughts and opinions are very important. Please answer each question honestly, based on what you really do and know. The information you give will be used to help youth groups, community groups, and others develop better tobacco education programs for young people like yourself.

Please read and answer each question. Whether you smoke or not, it is important to answer each question. Many of the questions are about attitudes and beliefs about tobacco use.

This survey is anonymous and private. DO NOT write your name or ID number on the survey form or the answer sheet. No one will know how you answered the questions.

Completing the survey is voluntary. Whether or not you answer the questions will not affect your grade in this class.

Make sure to read every question. Mark your answers on the separate answer sheet by filling in the circles completely. When you are finished, follow the instructions of the person giving you the survey.

Thank you very much for your help.

The first questions ask for some background information about yourself.

1. **How old are you?**
 - a. 11 years old or younger
 - b. 12 years old
 - c. 13 years old
 - d. 14 years old
 - e. 15 years old
 - f. 16 years old
 - g. 17 years old
 - h. 18 years old or older
2. **What is your sex?**
 - a. Female
 - b. Male
3. **What grade are you in?**
 - a. 6th
 - b. 7th
 - c. 8th
 - d. 9th
 - e. 10th
 - f. 11th
 - g. 12th
 - h. Ungraded or other grade
4. **How do you describe yourself? (You can CHOOSE ONE ANSWER, or MORE THAN ONE)**
 - a. American Indian or Alaskan Native
 - b. Asian
 - c. Black or African American
 - d. Hispanic or Latino
 - e. Native Hawaiian or Other Pacific Islander
 - f. White
5. **Which one of these groups BEST describes you? (CHOOSE ONLY ONE ANSWER)**
 - a. American Indian or Alaska Native
 - b. Asian
 - c. Black or African American
 - d. Hispanic or Latino
 - e. Native Hawaiian or Other Pacific Islander
 - f. White

The next group of questions asks about tobacco use.

Cigarette Smoking

6. **Have you ever tried cigarette smoking, even one or two puffs?**
 - a. Yes
 - b. No
7. **How old were you when you smoked a whole cigarette for the first time?**
 - a. I have never smoked a whole cigarette
 - b. 8 years old or younger
 - c. 9 or 10 years old
 - d. 11 or 12 years old
 - e. 13 or 14 years old
 - f. 15 or 16 years old
 - g. 17 years old or older
8. **About how many cigarettes have you smoked in your entire life?**
 - a. None
 - b. 1 or more puffs but never a whole cigarette
 - c. 1 cigarette
 - d. 2 to 5 cigarettes
 - e. 6 to 15 cigarettes (about 1/2 a pack total)
 - f. 16 to 25 cigarettes (about 1 pack total)
 - g. 26 to 99 cigarettes (more than 1 pack, but less than 5 packs)
 - h. 100 or more cigarettes (5 or more packs)
9. **Have you ever smoked cigarettes daily, that is, at least one cigarette every day for 30 days?**
 - a. Yes
 - b. No
10. **How old were you when you started smoking cigarettes daily?**
 - a. I have never smoked cigarettes daily
 - b. 8 years old or younger
 - c. 9 or 10 years old
 - d. 11 or 12 years old
 - e. 13 or 14 years old
 - f. 15 or 16 years old
 - g. 17 years old or older

11. **During the past 30 days, on how many days did you smoke cigarettes?**
 - a. 0 days
 - b. 1 or 2 days
 - c. 3 to 5 days
 - d. 6 to 9 days
 - e. 10 to 19 days
 - f. 20 to 29 days
 - g. All 30 days
12. **During the past 30 days, on the days you smoked, how many cigarettes did you smoke per day?**
 - a. I did not smoke cigarettes during the past 30 days
 - b. Less than 1 cigarette per day
 - c. 1 cigarette per day
 - d. 2 to 5 cigarettes per day
 - e. 6 to 10 cigarettes per day
 - f. 11 to 20 cigarettes per day
 - g. More than 20 cigarettes per day
13. **During the past 30 days, what brand of cigarettes did you usually smoke? (CHOOSE ONLY ONE ANSWER)**
 - a. I did not smoke cigarettes during the past 30 days
 - b. I do not have a usual brand
 - c. Camel
 - d. Marlboro
 - e. Newport
 - f. Virginia Slims
 - g. GPC, Basic, or Doral
 - h. Some other brand
14. **Are the cigarettes you usually smoke menthol cigarettes?**
 - a. I do not smoke cigarettes
 - b. Yes
 - c. No
15. **During the past 30 days, how did you usually get your own cigarettes? (CHOOSE ONLY ONE ANSWER)**
 - a. I did not smoke cigarettes during the past 30 days
 - b. I bought them in a store such as a convenience store, supermarket, discount store, or gas station
 - c. I bought them from a vending machine
 - d. I gave someone else money to buy them for me
 - e. I borrowed (or bummed) them from someone else
 - f. A person 18 years old or older gave them to me
 - g. I took them from a store or family member
 - h. I got them some other way
16. **During the past 30 days, where did you buy the last pack of cigarettes you bought? (CHOOSE ONLY ONE ANSWER)**
 - a. I did not buy a pack of cigarettes during the past 30 days
 - b. A gas station
 - c. A convenience store
 - d. A grocery store
 - e. A drugstore
 - f. A vending machine
 - g. I bought them over the Internet
 - h. Other
17. **When you bought or tried to buy cigarettes in a store during the past 30 days, were you ever asked to show proof of age?**
 - a. I did not try to buy cigarettes in a store during the past 30 days
 - b. Yes, I was asked to show proof of age
 - c. No, I was not asked to show proof of age
18. **During the past 30 days, did anyone ever refuse to sell you cigarettes because of your age?**
 - a. I did not try to buy cigarettes in a store during the past 30 days
 - b. Yes, someone refused to sell me cigarettes because of my age
 - c. No, no one refused to sell me cigarettes because of my age

19. During the past 30 days, on how many days did you smoke cigarettes on school property?

- a. 0 days
- b. 1 or 2 days
- c. 3 to 5 days
- d. 6 to 9 days
- e. 10 to 19 days
- f. 20 to 29 days
- g. All 30 days

20. When was the last time you smoked a cigarette, even one or two puffs?

- a. I have never smoked even one or two puffs
- b. Earlier today
- c. Not today but sometime during the past 7 days
- d. Not during the past 7 days but sometime during the past 30 days
- e. Not during the past 30 days but sometime during the past 6 months
- f. Not during the past 6 months but sometime during the past year
- g. 1 to 4 years ago
- h. 5 or more years ago

21. How long can you go without smoking before you feel like you need a cigarette?

- a. I have never smoked cigarettes
- b. I do not smoke now
- c. Less than an hour
- d. 1 to 3 hours
- e. More than 3 hours but less than a day
- f. A whole day
- g. Several days
- h. A week or more

22. Do you want to stop smoking cigarettes?

- a. I do not smoke now
- b. Yes
- c. No

23. During the past 12 months, did you ever try to quit smoking cigarettes?

- a. I did not smoke during the past 12 months
- b. Yes
- c. No

24. How many times during the past 12 months have you stopped smoking for one day or longer because you were trying to quit smoking?

- a. I have not smoked in the past 12 months
- b. I have not tried to quit
- c. 1 time
- d. 2 times
- e. 3 to 5 times
- f. 6 to 9 times
- g. 10 or more times

25. When you last tried to quit, how long did you stay off cigarettes?

- a. I have never smoked cigarettes
- b. I have never tried to quit
- c. Less than a day
- d. 1 to 7 days
- e. More than 7 days but less than 30 days
- f. 30 days or more but less than 6 months
- g. 6 months or more but less than a year
- h. 1 year or more

Smokeless Tobacco: Chewing Tobacco, Snuff, or Dip

26. Have you ever used chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen?

- a. Yes
- b. No

27. How old were you when you used chewing tobacco, snuff, or dip for the first time?

- a. I have never used chewing tobacco, snuff, or dip
- b. 8 years old or younger
- c. 9 or 10 years old
- d. 11 or 12 years old
- e. 13 or 14 years old
- f. 15 or 16 years old
- g. 17 years old or older

28. During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip?

- a. 0 days
- b. 1 or 2 days
- c. 3 to 5 days
- d. 6 to 9 days
- e. 10 to 19 days
- f. 20 to 29 days
- g. All 30 days

29. **During the past 30 days, how many cans or tins of snuff or dip did you use per week?**
- I did not use snuff or dip in the past 30 days
 - Less than 1 can per week
 - 1 to 2 cans per week
 - 3 to 4 cans per week
 - 5 to 6 cans per week
 - 7 or more cans per week
30. **During the past 30 days, how many pouches of chewing tobacco did you use per week?**
- I did not use chewing tobacco in the past 30 days
 - Less than 1 pouch per week
 - 1 to 2 pouches per week
 - 3 to 4 pouches per week
 - 5 to 6 pouches per week
 - 7 or more pouches per week
31. **During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip on school property?**
- 0 days
 - 1 or 2 days
 - 3 to 5 days
 - 6 to 9 days
 - 10 to 19 days
 - 20 to 29 days
 - All 30 days
32. **During the past 30 days, how did you usually get your own chewing tobacco, snuff, or dip? (CHOOSE ONLY ONE ANSWER)**
- I did not use chewing tobacco, snuff, or dip during the past 30 days
 - I bought them in a store such as a convenience store, supermarket, discount store, or gas station
 - I gave someone else money to buy them for me
 - I borrowed (or bummed) them from someone else
 - A person 18 years old or older gave them to me
 - I took them from a store or family member
 - I got them some other way

Cigars

33. **Have you ever tried smoking cigars, cigarillos, or little cigars, even one or two puffs?**
- Yes
 - No
34. **How old were you when you smoked a cigar, cigarillo, or little cigar for the first time?**
- I have never smoked a cigar, cigarillo or little cigar
 - 8 years old or younger
 - 9 or 10 years old
 - 11 or 12 years old
 - 13 or 14 years old
 - 15 or 16 years old
 - 17 years old or older
35. **During the past 30 days, on how many days did you smoke cigars, cigarillos, or little cigars?**
- 0 days
 - 1 or 2 days
 - 3 to 5 days
 - 6 to 9 days
 - 10 to 19 days
 - 20 to 29 days
 - All 30 days
36. **During the past 30 days, how did you usually get your own cigars, cigarillos, or little cigars? (CHOOSE ONLY ONE ANSWER)**
- I did not smoke cigars, cigarillos, or little cigars during the past 30 days
 - I bought them in a store such as a convenience store, supermarket, discount store, or gas station
 - I gave someone else money to buy them for me
 - I borrowed (or bummed) them from someone else
 - A person 18 years old or older gave them to me
 - I took them from a store or family member
 - I got them some other way

Pipe

37. During the past 30 days, on how many days did you smoke tobacco in a pipe?
- 0 days
 - 1 or 2 days
 - 3 to 5 days
 - 6 to 9 days
 - 10 to 19 days
 - 20 to 29 days
 - All 30 days

The next questions are about bidis (or “beedies”) and kreteks (also called “clove cigarettes”). Bidis are small brown cigarettes from India consisting of tobacco wrapped in a leaf tied with a thread. Kreteks are cigarettes containing tobacco and clove extract.

Bidis and Kreteks

38. Have you ever tried smoking any of the following:
- Bidis
 - Kreteks
 - I have tried both bidis and kreteks
 - I have never smoked bidis or kreteks
39. During the past 30 days, on how many days did you smoke bidis?
- 0 days
 - 1 or 2 days
 - 3 to 5 days
 - 6 to 9 days
 - 10 to 19 days
 - 20 to 29 days
 - All 30 days

The next questions ask about your thoughts about tobacco.

40. Do you think that you will try a cigarette soon?
- I have already tried smoking cigarettes
 - Yes
 - No

41. Do you think you will smoke a cigarette at any time during the next year?
- Definitely yes
 - Probably yes
 - Probably not
 - Definitely not
42. Do you think you will be smoking cigarettes 5 years from now?
- Definitely yes
 - Probably yes
 - Probably not
 - Definitely not
43. If one of your best friends offered you a cigarette, would you smoke it?
- Definitely yes
 - Probably yes
 - Probably not
 - Definitely not
44. In the past 12 months, how often have your parents or guardians discussed the dangers of tobacco use with you?
- Never
 - Rarely
 - Sometimes
 - Often
 - Very often
45. In the past 12 months, has a doctor or someone in a doctor’s office talked to you about the dangers of tobacco use?
- I have not visited a doctor’s office in the past 12 months
 - Yes
 - No
46. In the past 12 months, has a dentist or someone in a dentist’s office talked to you about the dangers of tobacco use?
- I have not visited a dentist’s office in the past 12 months
 - Yes
 - No
47. In the past 12 months, has someone in your school (for example, a teacher, school nurse, or coach) talked to you about the dangers of tobacco use?
- Yes
 - No

-
- | | |
|---|--|
| <p>48. Do you think people can get addicted to using tobacco just like they can get addicted to using cocaine or heroin?</p> <ul style="list-style-type: none"> a. Definitely yes b. Probably yes c. Probably not d. Definitely not <p>49. Do you believe that if people want to smoke, it should be their right?</p> <ul style="list-style-type: none"> a. Definitely yes b. Probably yes c. Probably not d. Definitely not <p>50. Do you believe that people should not smoke in public indoor places like restaurants and bowling alleys?</p> <ul style="list-style-type: none"> a. Definitely yes b. Probably yes c. Probably not d. Definitely not <p>51. Do most people your age think it's okay to smoke?</p> <ul style="list-style-type: none"> a. Definitely yes b. Probably yes c. Probably not d. Definitely not <p>52. Do you think young people who smoke cigarettes have more friends?</p> <ul style="list-style-type: none"> a. Definitely yes b. Probably yes c. Probably not d. Definitely not <p>53. Do you think smoking cigarettes makes young people look cool or fit in?</p> <ul style="list-style-type: none"> a. Definitely yes b. Probably yes c. Probably not d. Definitely not <p>54. Do you believe cigarette smoking helps people relax?</p> <ul style="list-style-type: none"> a. Definitely yes b. Probably yes c. Probably not d. Definitely not | <p>55. Do you think smoking cigarettes helps people feel more comfortable at parties or in other social situations?</p> <ul style="list-style-type: none"> a. Definitely yes b. Probably yes c. Probably not d. Definitely not <p>56. Do you think smoking cigarettes can help keep your weight down?</p> <ul style="list-style-type: none"> a. Definitely yes b. Probably yes c. Probably not d. Definitely not <p>57. Do you think young people risk harming themselves if they smoke from 1 to 5 cigarettes per day?</p> <ul style="list-style-type: none"> a. Definitely yes b. Probably yes c. Probably not d. Definitely not <p>58. Do you think it is safe to smoke for only a year or two, as long as you quit after that?</p> <ul style="list-style-type: none"> a. Definitely yes b. Probably yes c. Probably not d. Definitely not <p>59. Do you think you would be able to quit smoking cigarettes now if you wanted to?</p> <ul style="list-style-type: none"> a. I do not smoke now b. Yes c. No <p>60. Have you ever participated in a program to help you quit using tobacco?</p> <ul style="list-style-type: none"> a. I have never used tobacco b. Yes c. No <p>61. During this school year, were you taught in any of your classes about the dangers of tobacco use?</p> <ul style="list-style-type: none"> a. Yes b. No c. Not sure <p>62. During this school year, did you practice ways to say NO to tobacco in any of your classes (for example by role-playing)?</p> <ul style="list-style-type: none"> a. Yes b. No c. Not sure |
|---|--|
-

63. Do you think that chewing tobacco, snuff, and dip are safer than cigarettes?

- a. Definitely yes
- b. Probably yes
- c. Probably not
- d. Definitely not

64. Have you heard about any new tobacco products or cigarettes that claim to have fewer toxins and cancer-causing ingredients than regular cigarettes?

- a. Yes
- b. No
- c. Not sure

65. Do you think that new kinds of products like these would be safer than regular cigarettes?

- a. Definitely yes
- b. Probably yes
- c. Probably not
- d. Definitely not

The next questions ask about events you may have attended or what you have seen on TV, at the movies, or on the Internet.

66. During the past 12 months, have you participated in any community activities to discourage people your age from using cigarettes, chewing tobacco, snuff, dip, or cigars?

- a. Yes
- b. No
- c. I did not know about any activities

67. Have you heard of any students in your school being referred to an antismoking class after being caught using tobacco?

- a. Yes
- b. No

68. Have any of your friends or classmates discussed the dangers of tobacco use with you?

- a. Yes
- b. No

69. Is there an antitobacco organization or group in your school or community?

- a. Yes
- b. No

70. Are you a member of this organization or group?

- a. There is no antitobacco group in my school or community
- b. Yes
- c. No

71. When you go to a convenience store or gas station, how often do you see advertisements for cigarettes, chewing tobacco, snuff, dip, or cigars on items like sporting gear, t-shirts, hats, sunglasses, lighters, or ashtrays that have tobacco names or pictures on them?

- a. I never go to convenience stores or gas stations
- b. A lot
- c. Sometimes
- d. Never

72. When you go to a racing event like the Indianapolis 500 or the Brickyard 400, how often do you see advertisements for cigarettes, chewing tobacco, snuff, dip, or cigars?

- a. I never go to racing events
- b. A lot
- c. Sometimes
- d. Never

73. During the past 30 days, how often have you seen or heard commercials on TV, the Internet, or on the radio about the dangers of cigarette smoking?

- a. I have not seen or heard any commercials in the past 30 days
- b. 1 to 3 times in the past 30 days
- c. 1 to 3 times per week
- d. Daily or almost daily
- e. More than once a day

74. During the past 30 days, how often have you seen advertisements on billboards about the dangers of cigarette smoking?

- a. Not in the past 30 days
- b. 1 to 3 times in the past 30 days
- c. 1 to 3 times per week
- d. Daily or almost daily
- e. More than once a day

75. **During the past 30 days, how often have you seen cigarette advertisements in magazines?**
- I don't read magazines
 - I have not seen or heard any advertisements in the past 30 days
 - 1 to 3 times in the past 30 days
 - 1 to 3 times per week
 - Daily or almost daily
76. **When you watch TV or go to movies, how often do you see actors using tobacco?**
- I don't watch TV or go to movies
 - Most of the time
 - Some of the time
 - Hardly ever
 - Never
77. **When you watch TV or go to movies and see actors using tobacco, what is the message that you see portrayed most often?**
- I don't watch TV or go to the movies
 - Tobacco use can be harmful to your health
 - Tobacco use makes you an "outsider"
 - Tobacco use is something that most people do
 - Tobacco use makes you look cool
 - Tobacco use makes you a rebel
 - Something else
78. **When you watch TV, how often do you see athletes using tobacco?**
- I don't watch TV
 - Most of the time
 - Some of the time
 - Hardly ever
 - Never
79. **When you are using the Internet, how often do you see ads for tobacco products?**
- I don't use the Internet
 - Most of the time
 - Some of the time
 - Hardly ever
 - Never

Some tobacco companies make items like sports gear, t-shirts, lighters, hats, jackets, and sunglasses that people can buy or receive free.

80. **During the past 12 months, did you buy or receive anything that has a tobacco company name or picture on it?**
- Yes
 - No
81. **Would you ever use or wear something that has a tobacco company name or picture on it such as a lighter, t-shirt, hat, or sunglasses?**
- Definitely yes
 - Probably yes
 - Probably not
 - Definitely not
82. **Do you think tobacco companies have tried to mislead young people to buy their products more than other companies?**
- Definitely yes
 - Probably yes
 - Probably not
 - Definitely not
83. **Do you believe that tobacco companies should have the same rights as any other company to sell their products?**
- Definitely yes
 - Probably yes
 - Probably not
 - Definitely not

The next questions ask about your exposure to tobacco use.

84. **During the past 7 days, on how many days were you in the same room with someone who was smoking cigarettes?**
- 0 days
 - 1 or 2 days
 - 3 or 4 days
 - 5 or 6 days
 - 7 days

85. During the past 7 days, on how many days did you ride in a car with someone who was smoking cigarettes?
- a. 0 days
 - b. 1 or 2 days
 - c. 3 or 4 days
 - d. 5 or 6 days
 - e. 7 days
86. Do you think the smoke from other people's cigarettes is harmful to you?
- a. Definitely yes
 - b. Probably yes
 - c. Probably not
 - d. Definitely not
87. Does anyone who lives with you now smoke cigarettes?
- a. Yes
 - b. No
88. Who in your home smokes? (You can CHOOSE ONE ANSWER, or MORE THAN ONE)
- a. Nobody in my home smokes
 - b. Father or male guardian
 - c. Mother or female guardian
 - d. Brother
 - e. Sister
 - f. Grandparent
 - g. Other
89. Which statement best describes the rules about smoking inside your home?
- a. There are no rules about smoking inside my home.
 - b. Smoking is not allowed anywhere inside my home.
 - c. Smoking is allowed in some places or at some times.
 - d. Smoking is allowed anywhere inside my home.
90. Does anyone who lives with you now use chewing tobacco, snuff, or dip?
- a. Yes
 - b. No
91. How many of your four closest friends smoke cigarettes?
- a. None
 - b. One
 - c. Two
 - d. Three
 - e. Four
 - f. Not sure
92. How many of your four closest friends use chewing tobacco, snuff, or dip?
- a. None
 - b. One
 - c. Two
 - d. Three
 - e. Four
 - f. Not sure
93. Does your after-school job have a smoke free workplace policy?
- a. I don't have an after-school job
 - b. Yes
 - c. No
 - d. Not sure
94. Out of every 100 students in your state at your grade level, how many do you think smoke cigarettes?
- a. 0 to 10
 - b. 10 to 20
 - c. 20 to 30
 - d. 30 to 40
 - e. 40 to 50
 - f. 50 or more

Appendix B.2

ITPC MEDIA TRACKING SURVEY

12 Month Follow-up: Youth

I. PARENTAL SCREENING

Hello my name is _____. I am calling from Discovery Research to conduct a confidential statewide survey concerning Indiana teenagers. May I please speak with the mother, father or a guardian in the household?

→IF THE PARENT OR GUARDIAN IS NOT THERE, ASK:
Can you tell me a time when I can call back and speak with them?
(INTERVIEWER: RECORD CALL BACK TIME):

	CALL #1	CALL #2	CALL #3	CALL #4	CALL #5	COMPLETE
Date						
Time						

→IF THE PARENT OR GUARDIAN IS THERE AND HAS NOT ANSWERED THE PHONE, WHEN THEY COME ON, REPEAT THE FIRST SENTENCE FROM THE ABOVE AND SAY:

We have been asked by Indiana Tobacco Prevention and Cessation to conduct a survey to help evaluate the antitobacco program for young people in our state. The purpose of this survey is to provide an assessment of awareness of current tobacco use prevention campaigns and Indiana teenagers' attitudes towards these issues.

1. Do you have any children 12-17 years old, living at home?

- 1 No → (INTERVIEWER: THANK AND TERMINATE)
- 2 Yes → (INTERVIEWER: CONTINUE)

We are calling a random sample of about 1,000 young people for this survey. We will ask the questions over the telephone if you give us your permission to speak with him/her. The interview will take about 15 minutes and we will ask him/her some questions about their awareness of tobacco-related advertisements. We will also ask him/her about his/her attitudes towards tobacco products and tobacco companies. We will also ask him/her if he/she has tried cigarettes and if he/she uses them now. We will not give his/her name out to anyone else, and the information we gather from all the respondents will be reported in summary form only.

I can assure you that everything your son/daughter tells us will be held in the strictest of confidence. There will be no way for anyone to know the answers he/she has given us because we are using a number to identify him/her with the answers rather than their name. This survey is being directed by Dr. Doug Evans at the American Institutes for Research and his telephone number is (301) 592-2215. Do you have any questions?

2. Do we have your permission to talk to him/her and see if he/she is interested in participating?

- 1 No → **IF PERMISSION IS NOT GRANTED BY PARENT/LEGAL GUARDIAN, SAY:**

Thank you for your time.

AND TERMINATE. AFTER TERMINATION, FILL OUT PARENT REFUSAL FORM.

- 2 Yes → **IF PERMISSION IS GRANTED BY PARENT/LEGAL GUARDIAN, SAY:**

Thank you.

AND CONTINUE.

3. Just to check, what county do you live in?
_____ County (**IF NOT IN INDIANA, THANK AND TERMINATE CALL**)

4. Do you have more than one child between 12-17 years old, living at home?

- 1 No → GO TO ITEM 4a
2 Yes → GO TO ITEM 4b

- 4a. What is the name of your child? _____ (INTERVIEWER: ASK GENDER IF NAME OF CHILD IS ANDROGYNOUS) CONTINUE TO 4c.

- 4b. What is the name of the child with the most recent birthday in your home?
_____ (INTERVIEWER: ASK GENDER IF NAME OF CHILD IS ANDROGYNOUS) CONTINUE TO 4c.

- 4c. **INTERVIEWER RECORD GENDER.**

- 1 Male
2 Female

4d. How old is _____?

- 1 12–14 years old
- 2 15–17 years old

5. How do you describe your children? You can choose more than one of the following categories: **(READ ALL CATEGORIES AND CODE ALL RESPONSES)**

- 1 American Indian or Alaska Native
- 2 Asian
- 3 Black or African American
- 4 Hispanic or Latino
- 5 Native Hawaiian or Other Pacific Islander
- 6 White
- 7 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

5a. Which one of these groups best describes your children? Choose ONLY one of the following: **(SKIP 5a IF ONLY ONE RESPONSE IN 5) (PRESENT ONLY OPTIONS MENTIONED IN 5)**

- 1 American Indian or Alaska Native
- 2 Asian
- 3 Black or African American
- 4 Hispanic or Latino
- 5 Native Hawaiian or Other Pacific Islander
- 6 White
- 7 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

6. If _____ is there now and it is convenient, may I speak with him/her?

➔IF RESPONDENT IS NOT THERE, OBTAIN CALL BACK TIME AND ASK PARENT/GUARDIAN TO MENTION TO CHILD THAT WE CALLED AND THAT WE HAVE BEEN GIVEN PERMISSION TO TALK TO HIM/HER.

	CALL #1	CALL #2	CALL #3	CALL #4	CALL #5	COMPLETE
Date						
Time						

➔WHEN RESPONDENT IS ON THE PHONE, CONTINUE.

Hello _____. My name is _____. I am calling from Discovery Research. We have talked to your mother/father/guardian and he/she has given us permission to talk to you about taking part in a survey for the Indiana Tobacco Prevention and Cessation Agency. We would like you to be in the survey, so I would like to tell you about it and see if you are willing to participate. The survey will take about 20 minutes to complete. I will ask whether you remember seeing tobacco-related advertisements, and your opinions about tobacco products and tobacco companies. I will also ask you a few questions about your use of tobacco products.

We will not tell anyone else your answers to our questions. We will not put your name in our computer files. I do not think the questions we are going to ask you are embarrassing, or about things you have not heard before. All of the questions we are using have either been asked of young people in other states or they are quite similar to ones that have been asked before. If there is a question you do not want to answer, you can tell me and we will skip it. About 1,000 other young people are also doing this survey.

7. Will you agree to participate and let me ask you the questions right now?

- 1 No → **ASK IF THEY WILL AGREE TO PARTICIPATE AND WANT A CALL BACK AT ANOTHER TIME.**
 - a. Yes → **ENTER CALL BACK INFORMATION ABOVE**
 - b. No → **THANK THEM FOR THEIR TIME AND FILL OUT RESPONDENT REFUSAL FORM**
- 2 Yes → **PROCEED TO SURVEY**

II. KNOWLEDGE/UNDERSTANDING

To start the survey, I have a few questions about smoking and tobacco companies. After I read you each statement tell me if you strongly agree with it, agree with it, disagree, or strongly disagree.

Response Codes:

- 1 Strongly Agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 98 Don't Know
- 99 No Answer/Refused

INTERVIEWER: REPEAT REPLIES AS NEEDED. DO NOT LET RESPONDENT GET STUCK. ROTATE QUESTIONS 1–10.

1. Inhaling smoke from someone else's cigarette causes lung cancer in a nonsmoker.
2. Smoke from other people's cigarettes is harmful to children.
3. Smoking makes people more likely to get lung cancer or heart disease.

4. Tobacco is as addictive as other drugs such as heroin or cocaine.
5. Using chewing tobacco, spit or snuff is as harmful as smoking cigarettes.
6. Smoking can harm a person's appearance and skin.
7. All Indiana residents are affected by the costs of tobacco-related problems, even if they don't smoke.
8. How many people in Indiana do you think die each year from tobacco-related deaths?
Would you say ... **(READ LIST)**
 - 1 1,000
 - 2 5,000
 - 3 10,000
 - 4 20,000
 - 98 Don't Know
 - 99 No Answer/Refused
9. Where do you think Indiana ranks in the United States in percent of people smoking?
Would you say Indiana ... **(READ LIST)**
 - 1 Has the highest smoking rate?
 - 2 Is the 4th highest?
 - 3 Is the 15th highest?
 - 4 Is the 30th highest?
 - 98 Don't Know
 - 99 No Answer/Refused
10. Which of the following do you think causes the most deaths in the U.S.? **(READ LIST)**
 - 1 AIDS
 - 2 Illegal drug use
 - 3 Tobacco use
 - 4 Murder
 - 5 Suicide
 - 6 Car crashes
 - 98 Don't Know
 - 99 No Answer/Refused

III. ATTITUDES/BELIEFS

Now I am going to ask you how you feel about things related to tobacco products, companies, and advertisements. There are no right or wrong answers to any of these questions so you can relax and tell me your opinion about each. After I read you each statement tell me if you strongly agree with it, agree with it, disagree, or strongly disagree.

Response codes:

- 1 Strongly Agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 98 Don't Know
- 99 No Answer/Refused

INTERVIEWER: REPEAT REPLIES AS NEEDED. DO NOT LET RESPONDENT GET STUCK. ROTATE STATEMENTS.

Tobacco Companies/Ads:

Tobacco Independence

- 1. People who smoke are being used by cigarette companies.
- 2. Not smoking is a way to express your independence.

Industry Beliefs

- 3. Tobacco companies deliberately target teens by advertising and promoting cigarettes to encourage young people less than 18 to smoke.
- 4. Tobacco ads influence youth to smoke.
- 5. Tobacco companies are greedy.
- 6. Tobacco companies put profits over people's health.

Industry Rights

- 7. Cigarette companies should not be allowed to sell a product that harms people.
- 8. Tobacco companies should have the same right to market their products as other companies have to market their products.

Receptivity to Pro-tobacco Marketing Influences

- 9. You would attend events, like concerts and sporting events, even if they are sponsored by tobacco companies.

Their Behavior-Empowerment:

- 10. You feel comfortable telling other people your age that they should not smoke.
- 11. You could easily refuse cigarettes if someone offered them to you.
- 12. You would participate in community activities against tobacco use

Acceptable Behavior:

- 13. Your family would prefer that you do not smoke.
- 14. Your friends would prefer that you do not smoke.
- 15. If someone wants to smoke, that's okay with you.

Personal Independence/Sensation-seeking:

- 16. I don't like to be told what to do.
- 17. I like to take risks.
- 18. I would like to explore strange places.
- 19. I like to do frightening things.
- 20. I like new and exciting experiences, even if I have to break the rules.
- 21. I prefer friends who are exciting and unpredictable.

Social Imagery:

- 22. Smoking cigarettes makes young people look cool.
- 23. Smoking makes young people more popular.
- 24. Smoking makes people your age look attractive.
- 25. Nonsmokers don't like to date someone who smokes.
- 26. People your age who smoke are less attractive.

Public Policy/ETS:

- 27. All indoor worksites, including restaurants and cafeterias, should be smoke free.
- 28. Exposure to secondhand or environmental tobacco smoke is a serious problem.

Youth Access:

29. It is generally very easy for underage youth to buy tobacco products.

General:

30. You believe tobacco use by young people is a serious problem.

31. You feel that one serious risk of smoking is its effect on your health as you get older.

Tobacco Companies/Ads:

32. Let's talk about some companies you might be familiar with. On a scale of 1 to 5, where "1" means that you "don't like them at all" and a "5" means you like them "very much", how do you feel about: **(RANDOMIZE ORDER. "Don't Know" = 98, "No Answer/Refused" = 99)**

- 1 Fast food companies like McDonalds and Taco Bell? _____
- 2 Cigarette companies? _____
- 3 Companies that make beer, wine, and liquor? _____

IV. SMOKING BEHAVIOR SUSCEPTIBILITY

Now, I am going to ask you some questions about tobacco use. We know that not all young people use tobacco, but we ask these questions of all young people in the survey so we can determine differences between people who use tobacco and people who do not. Please try to be as honest in answering these questions as you can and remember we will tell no one the answers that you give us.

Cigarettes

1. Have you ever tried cigarette smoking, even one or two puffs?

- 1 Yes
- 1 No → **SKIP TO ITEM 6 BELOW**
- 98 Don't Know → **SKIP TO ITEM 6**
- 99 No Answer/Refused → **SKIP TO ITEM 6**

2. Have you ever smoked cigarettes daily, that is, at least one cigarette every day for 30 days?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

For the next few questions, I will read you the questions and answers. When I get to the answer that is best for you, I want you to just say the number "1". **(INTERVIEWER: BE CAREFUL TO CODE THE RESPONSE CATEGORY NUMBER)**

3. During the last 30 days, on how many days did you smoke cigarettes, even just a puff or two?

- 1 None → **SKIP TO ITEM 5 BELOW**
- 2 1–2 days
- 3 3–5 days
- 4 6–9 days
- 5 10–12 days
- 6 13–15 days
- 7 16–19 days
- 8 20–29 days
- 9 All 30 days
- 98 Don't Know
- 99 No Answer/Refused

4. During the past 30 days, on the days you smoked, how many cigarettes did you smoke per day?

- 1 I did not smoke cigarettes during the past 30 days
- 2 Less than 1 cigarette per day
- 3 1 cigarette per day
- 4 2 to 5 cigarettes per day
- 5 6 to 10 cigarettes per day
- 6 11 to 20 cigarettes per day
- 7 More than 20 cigarettes per day
- 98 Don't Know
- 99 No Answer/Refused

5. About how many cigarettes have you smoked in your entire life?

- 1 1 or more puffs, but never a whole cigarette
- 2 1 cigarette
- 3 2 to 5 cigarettes
- 4 6 to 15 cigarettes or about half a pack
- 5 16 to 25 cigarettes or about a pack
- 6 26 to 99 cigarettes or more than a pack but less than 5 packs
- 7 100 or more cigarettes or about 5 packs or more
- 98 Don't Know
- 99 No Answer/Refused

Smokeless Tobacco

6. Have you ever used chewing tobacco, snuff or dip?
- 1 Yes
 - 1 No → **SKIP TO ITEM 8 BELOW**
 - 98 Don't Know → **SKIP TO ITEM 8 BELOW**
 - 99 No Answer/Refused → **SKIP TO ITEM 8 BELOW**
7. During the past 30 days, on how many days did you use chewing tobacco, snuff or dip?
- 1 None
 - 2 1–2 days
 - 3 3–5 days
 - 4 6–9 days
 - 5 10–12 days
 - 6 13–15 days
 - 7 16–19 days
 - 8 20–29 days
 - 9 All 30 days
 - 98 Don't Know
 - 99 No Answer/Refused

Other Tobacco Products

8. Have you ever tried to smoke a pipe, cigar, cigarillo, or little cigar, or bidis, kreteks or clove cigarettes, even on or two puffs?
- 1 Yes
 - 2 No → **SKIP TO ITEM 10 BELOW**
 - 98 Don't Know → **SKIP TO ITEM 10 BELOW**
 - 99 No Answer/Refused → **SKIP TO ITEM 10 BELOW**
9. During the past 30 days, on how many days did you use pipes, cigars, cigarillos, or little cigars, or bidis, kreteks or clove cigarettes, even one or two puffs?
- 1 None
 - 2 1–2 days
 - 3 3–5 days
 - 4 6–9 days
 - 5 10–12 days
 - 6 13–15 days
 - 7 16–19 days
 - 8 20–29 days
 - 9 All 30 days
 - 98 Don't Know
 - 99 No Answer/Refused

10. In the past 12 months, have your parents or guardians discussed the dangers of tobacco use with you?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

11. Does anyone who lives with you now smoke cigarettes?

- 1 Yes
- 2 No → **SKIP TO ITEM 13 BELOW**
- 98 Don't Know → **SKIP TO ITEM 13 BELOW**
- 99 No Answer/Refused → **SKIP TO ITEM 13 BELOW**

12. Who is this _____? (**READ ALL CATEGORIES AND CODE ALL RESPONSES**)

- 1 Mother (or stepmother)
- 2 Father (or stepfather)
- 3 Sister or brother
- 4 Roommate
- 5 Husband or wife
- 6 Grandparent
- 7 Other, specify _____
- 98 Don't Know
- 99 No Answer/Refused

13. Does anyone who lives with you now use chewing tobacco, snuff or dip?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

14. How many of your four closest friends smoke?

- 1 None
- 2 One
- 3 Two
- 4 Three
- 5 Four
- 98 Don't Know
- 99 No Answer/Refused

15. Out of every 10 people your age, how many do you think smoke? **(INTERVIEWER: RECORD NUMBER OUT OF 10)**

_____ out of 10 people.

98 Don't Know

99 No Answer/Refused

16. Do you think you will smoke a cigarette any time in the next year?
Would you say _____? **(READ RESPONSES)**

1 Definitely yes

2 Probably yes

3 Probably not

4 Definitely not

5 No opinion **(DO NOT READ)**

98 Don't Know

99 No Answer/Refused

17. If one of your best friends offered you a cigarette, would you smoke it?
Would you say _____? **(READ RESPONSES)**

1 Definitely yes

2 Probably yes

3 Probably not

4 Definitely not

5 No opinion **(DO NOT READ)**

98 Don't Know

99 No Answer/Refused

18. During last school year, were you taught in any of your classes about the dangers of tobacco use?

1 Yes

2 No

98 Don't Know

99 No Answer/Refused

V. MEDIA AWARENESS/OVERALL CAMPAIGN AWARENESS

Now I have a few questions about advertisements and promotional materials you may have seen.

1. Do you know of any antitobacco or antismoking campaigns going on now in Indiana?

- 1 Yes
- 2 Maybe, I think so
- 3 No → **SKIP TO ITEM 4 BELOW**
- 98 Don't Know → **SKIP TO ITEM 4 BELOW**
- 99 No Answer/Refused → **SKIP TO ITEM 4 BELOW**

2. When you think of this campaign, is there a brand, logo, or website that comes to mind? What is it? (**DO NOT READ RESPONSES**)

- 1 None
- 2 www.WhiteLies.tv/WhiteLies
- 3 Voice
- 4 www.Voice.tv
- 5 truth
- 6 www.thetruth.com
- 7 www.tobaccofreekids.org/Tobacco Free Kids
- 8 Think. Don't smoke.
- 9 Live. Without Tobacco
- 10 Indiana Tobacco Prevention and Cessation (ITPC)
- 11 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

3. Who sponsors this campaign? (**DO NOT READ RESPONSES**)

- 1 Indiana Tobacco Prevention and Cessation (ITPC)
- 2 Indiana State Department of Health
- 3 The government
- 4 Youth/kids
- 5 American Legacy Foundation
- 6 Tobacco companies (e.g., Philip Morris, Lorillard)
- 7 Nonsmokers
- 8 American Cancer Society, Amer. Heart/Lung Association
- 9 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

4. During the past 30 days, how many commercials have you seen on TV about NOT smoking cigarettes?
- 1 I never watch TV
 - 2 A lot
 - 3 A few
 - 4 None
 - 98 Don't Know
 - 99 No Answer/Refused
5. During the past 30 days, how many commercials have you heard on the RADIO about NOT smoking cigarettes?
- 1 I never listen to the radio
 - 2 A lot
 - 3 A few
 - 4 None
 - 98 Don't Know
 - 99 No Answer/Refused
6. During the past 30 days, how many messages have you seen on BILLBOARDS about NOT smoking cigarettes?
- 1 A lot
 - 2 A few
 - 3 None
 - 98 Don't Know
 - 99 No Answer/Refused
7. During the past 30 days, how many ads or promotions for cigarettes have you seen in newspapers or magazines?
- 1 I never read/look at newspapers or magazines
 - 2 A lot
 - 3 A few
 - 4 None
 - 98 Don't Know
 - 99 No Answer/Refused
8. During the past 30 days, when you go to a convenience store, gas station, or other store, how often do you see in-store displays or advertisements for cigarettes?
- 1 I never go to convenience stores, gas stations or other stores
 - 2 Often
 - 3 Sometimes
 - 4 Rarely
 - 5 Never

- 98 Don't Know
99 No Answer/Refused
9. When you go to sports events, fairs, concerts or community events, how often do you see ads for cigarettes, chewing tobacco or snuff?
- 1 I never attend sports events, fairs, concerts or community events
2 Often
3 Sometimes
4 Rarely
5 Never
98 Don't Know
99 No Answer/Refused
10. During the past 12 months, have you received anything like a cap, T-shirt or button/pin that has an antismoking or antitobacco message, logo, or symbol on it?
- 1 Yes
2 No
98 Don't Know
99 No Answer/Refused
11. Would you ever use or wear something that has a cigarette company name, picture or logo on it such as a lighter, T-shirt, hat or sunglasses?
Would you say _____? **(READ RESPONSES)**
- 1 Definitely yes
2 Probably yes
3 Probably not
4 Definitely not
5 No opinion **(DO NOT READ)**
98 Don't Know
99 No Answer/Refused
12. When you watch TV or go to the movies, how often do you see actors using tobacco?
- 1 I don't watch TV or go to the movies
2 Most of the time
3 Some of the time
4 Hardly ever
5 Never
98 Don't Know
99 No Answer/Refused

13. When you think of an antitobacco or antismoking ad that you have seen in Indiana in the last year, which one comes to your mind first? **(INTERVIEWER: IF RESPONDENT ASKS ABOUT MEDIUM. CAN BE TV, RADIO, PRINT, OR OUTDOOR BILLBOARDS) (DO NOT READ RESPONSES)**

- 1 Cannot think of one → **SKIP TO ITEM 15 BELOW**
- 2 When I: Little kids talking to camera (*TV*)
- 3 Moving Target: Youth standing in shape of a target (*TV*)
- 4 Careful...: Interview with chemical experts (secondhand smoke) (*TV*)
- 5 Cinema: Preview for a movie about a tobacco conspiracy (*TV*)
- 6 Game Show: about smoking (*Radio*)
- 7 Hazmat: Guy/teen in hazmat suit (*Radio*)
- 8 Benzene: Benzene disposal (*Radio*)
- 9 Polonium 210 disposal (*Radio*)
- 10 DDT/Rat Poison/Gas Can: Dead animals; Gas and smoke have same chemicals (*Display*)
- 11 Stocks: Man in hospital/with emphysema/dying. Tobacco companies made \$\$ off of it. (*TV*)
- 12 Infrared: Infrared spot on people. Tobacco companies targeting them for money (*TV*)
- 13 Rick Stoddard: Man talking about wife dying (*TV*)
- 14 Pam Laffin: Young woman dying from emphysema (*TV*)
- 15 Song: Girl singing song about her dad (*TV, Radio*)
- 16 Cowboy: Brother of Marlboro Man (*TV, Radio*)
- 17 Crying/Sad African American/Hispanic woman (Tobacco is an equal opportunity killer) (*Display*)
- 18 Little White Lies: Showed cigarettes and “white lies” printed on them (*Display*)
- 19 Smoking helps you lose weight – one lung (*Print*)
- 20 Smoking makes you cool – six feet under (*Print*)
- 21 Smoking relieves stress – lose years/7 years (*Print*)
- 22 “truth”/”truth” campaign
- 23 Think. Don’t Smoke.
- 24 We Card
- 25 Showed cartoon character/Gaspin (*TV*)
- 26 Other, Specify _____
- 98 Don’t Know → **SKIP TO ITEM 15 BELOW**
- 99 No Answer/Refused → **SKIP TO ITEM 15 BELOW**

14. What comes to your mind next?

- 1 Cannot think of one → **SKIP TO ITEM 15 BELOW**
- 2 When I: Little kids talking to camera (*TV*)
- 3 Moving Target: Youth standing in shape of a target (*TV*)
- 4 Careful...: Interview with chemical experts (secondhand smoke) (*TV*)
- 5 Cinema: Preview for a movie about a tobacco conspiracy (*TV*)
- 6 Game Show: about smoking (*Radio*)
- 7 Hazmat: Guy/teen in hazmat suit (*Radio*)
- 8 Benzene: Benzene disposal (*Radio*)

- 9 Polonium 210 disposal (*Radio*)
- 10 DDT/Rat Poison/Gas Can: Dead animals; Gas and smoke have same chemicals (*Display*)
- 11 Stocks: Man in hospital/with emphysema/dying. Tobacco companies made \$\$ off of it. (*TV*)
- 12 Infrared: Infrared spot on people. Tobacco companies targeting them for money (*TV*)
- 13 Rick Stoddard: Man talking about wife dying (*TV*)
- 14 Pam Laffin: Young woman dying from emphysema (*TV*)
- 15 Song: Girl singing song about her dad (*TV, Radio*)
- 16 Cowboy: Brother of Marlboro Man (*TV, Radio*)
- 17 Crying/Sad African American/Hispanic woman (Tobacco is an equal opportunity killer) (*Display*)
- 18 Little White Lies: Showed cigarettes and “white lies” printed on them (*Display*)
- 19 Smoking helps you lose weight—one lung (*Print*)
- 20 Smoking makes you cool—six feet under (*Print*)
- 21 Smoking relieves stress—lose years/7 years (*Print*)
- 22 “truth”/”truth” campaign
- 23 Think. Don’t Smoke.
- 24 We Card
- 25 Showed cartoon character/Gaspin (*TV*)
- 26 Other, Specify _____
- 98 Don’t Know → **SKIP TO ITEM 15 BELOW**
- 99 No Answer/Refused → **SKIP TO ITEM 15 BELOW**

Sponsorships:

15. In the past year, did you see or hear anything about a gathering or “summit” of Indiana teenagers, who came together to learn about how the tobacco industry targets youth?

- 1 Yes
- 1 Maybe, I think so
- 3 No → **SKIP TO ITEM 17 BELOW**
- 98 Don’t Know → **SKIP TO ITEM 17 BELOW**
- 99 No Answer/Refused → **SKIP TO ITEM 17 BELOW**

16. Do you remember the name of the summit, or the youth movement with which it was associated? (**IF NO**) Can you think of anything else you saw or heard about the summit? (**DO NOT READ RESPONSES. CODE ONLY THE FIRST RESPONSE**)

- 1 Summit was named T3—That Tobacco Thing
- 2 Movement is called “Voice”
- 3 Held in Indianapolis
- 4 Appearances by MTV personalities
- 5 Held in an abandoned warehouse
- 6 Held in April 2002
- 7 Appearance by Rick Stoddard
- 8 Created television (“Target”) ad

- 9 Sponsored by ITPC
- 10 Held at Adams' Mark/hotel
- 11 Was a DJ dance party
- 12 Graffiti art
- 13 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

17. Did you see or hear anything about antitobacco or stop smoking events at the Indiana State Fair this summer?

- 1 Yes
- 2 No → **SKIP TO ITEM 19 BELOW**
- 98 Don't Know → **SKIP TO ITEM 19 BELOW**
- 99 No Answer/Refused → **SKIP TO ITEM 19 BELOW**

18. What did you see or hear about? (ACCEPT MULTIPLE RESPONSES UP TO 2)

- 1 Tobacco-free day
- 2 Blow-up "WhiteLies" TV booth
- 3 No smoking signs on buildings, booths
- 4 Announcements on PA system
- 5 Voice Xtreme Air show
- 6 Voice promotional gear
- 7 Car give-away
- 8 Appearance by Apolo Anton Ono
- 9 Red "whitelies" mini barn
- 10 WhiteLies promotional items
- 11 Other prize giveaways
- 12 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

19. Did you attend the Indiana State Fair in 2002?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

20. When you hear the word "voice" or hear about the "voice" brand, tell me what you think of.

- 1 Nothing
- 2 www.voice.tv website
- 3 Indiana Youth Speaking Out Against Big Tobacco
- 4 Kids are tired of being targeted
- 5 Join the "Voice" movement to fight tobacco/tobacco companies

- 6 T3 Summit
- 7 A group similar to “truth”
- 8 Voice with target logo
- 9 Indiana Tobacco Prevention and Cessation (ITPC)
- 10 www.whitelies.tv website
- 11 These little white lies can kill you
- 12 Other, Specify _____
- 98 Don’t Know
- 99 No Answer/Refused

VI. REACTIONS TO SPECIFIC ADS

Now I want to ask you some questions about specific advertisements you may have seen on television, radio, or print during the last 6 months. Some of these advertisements might have been shown in the area where you live and some have probably not been shown in the area where you live. I will also ask you about your thoughts about ads you have seen.

INTERVIEWER: FOR ALL ITEMS, DO NOT READ “NO OPINION” AND “DON’T KNOW” RESPONSE CATEGORIES. READ OTHERS AS INDICATED.

A. TV ADS

(GENERAL- When I...)

1. Have you recently seen an antitobacco television ad that flashes to several children in an arcade, who each say something to the camera?
 - 1 Yes
 - 2 Maybe, I think so
 - 3 No → **SKIP TO ITEM 8 BELOW**
 - 98 Don’t Know → **SKIP TO ITEM 8 BELOW**
 - 99 No Answer/Refused → **SKIP TO ITEM 8 BELOW**
2. What happens in this ad? (**DO NOT READ RESPONSES**)
 - 1 Little kids at arcade sitting at race car, in ball bin, on slides, standing in front of games
 - 2 Kids take turns talking about things they “want” when they grow up
 - 3 “When I grow up, I want to cough all the time”
 - 4 “I want to have stained teeth and smelly clothes”
 - 5 “I want my very own tank of Oxygen”
 - 6 “I want to have a stroke... high blood pressure... cancer... heart disease”
 - 7 “I don’t want to live to see my grandchildren”
 - 8 “Just hurting myself isn’t enough... I want to hurt everyone around me too”
 - 9 “I want to expose my kids to 4000 deadly toxins and not give it a second thought”
 - 10 “Yeah, I want to be a smoker”
 - 11 Words: “www.WhiteLies.tv” appears on screen

12 "Indiana Tobacco Prevention and Cessation" at bottom of screen

13 Other, Specify _____

98 Don't Know

99 No Answer/Refused

3. What do you think is the main message of this ad? (**DO NOT READ RESPONSES**)

1 Tobacco/tobacco smoke contains dangerous chemicals/toxins

2 Smoking will lead to an early death

3 Smoking causes stroke, high blood pressure, cancer, and/or heart disease

4 Smoking affects your appearance

5 Secondhand smoke will harm kids, too

6 Secondhand smoke kills

7 Smoking around kids influences them

8 Adults are role models

9 Tobacco doesn't just hurt the people who use it

10 10,300 Hoosier deaths a year

11 These little white lies can kill you

12 Think. Don't Smoke.

13 Other, Specify _____

98 Don't Know

99 No Answer/Refused

4. On a scale from 1 to 5, where "1" means you "don't like this ad at all" and "5" means you "like the ad very much", how much do you like this ad?

____ (1-5)

98 Don't Know

99 No Answer/Refused

5. Tell me how much you agree or disagree with the following statement: This ad is convincing. Would you say you _____? (**READ RESPONSES**)

1 Strongly agree

2 Agree

3 Disagree

4 Strongly disagree

5 No opinion (**DO NOT READ**)

98 Don't Know

99 No Answer/Refused

6. Would you say the ad grabbed your attention?

1 Yes

2 No

98 Don't Know

99 No Answer/Refused

7. Would you say the ad gave you good reasons not to smoke?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

(GENERAL—Moving Target)

8. Have you recently seen an antitobacco television ad that begins with close-ups of several teenagers, all wearing red shirts?

- 1 Yes
- 2 Maybe, I think so
- 3 No → **SKIP TO ITEM 15 BELOW**
- 98 Don't Know → **SKIP TO ITEM 15 BELOW**
- 99 No Answer/Refused → **SKIP TO ITEM 15 BELOW**

9. What happens in this ad? **(DO NOT READ RESPONSES)**

- 1 Young people looking at camera with serious/angry expressions
- 2 "We have a message for the tobacco industry."
- 3 "You don't give us a lot of credit, but we know what you're up to."
- 4 "You portray tobacco as independent and mature, so we'll think it's cool."
- 5 "But we know tobacco is a dangerous, addictive product... that kills."
- 6 "We know how you see us."
- 7 Overhead view of youth- view expands to show that they are standing in the formation of a target
- 8 Voiceover: "We're smarter than that, and now we're fighting back against Big Tobacco."
- 9 Youth walk off, revealing "www.WhiteLies.tv" on floor under them
- 10 Voiceover: "We think you'll find it a lot harder to hit a moving target."
- 11 "Indiana Tobacco Prevention and Cessation" at bottom of screen
- 12 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

10. What do you think is the main message of this ad? **(DO NOT READ RESPONSES)**

- 1 Tobacco companies target youth
- 2 Tobacco companies are using youth
- 3 Youth are smarter than tobacco companies and cannot be fooled
- 4 Youth know that tobacco companies are trying to target/use them
- 5 Youth refuse to be targeted
- 6 Youth are fighting back
- 7 Tobacco companies don't care about you
- 8 10,300 Hoosier deaths a year
- 9 These little white lies can kill you

- 10 Think. Don't Smoke.
- 11 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

11. On a scale from 1 to 5, where "1" means you "don't like this ad at all" and "5" means you "like the ad very much," how much do you like this ad?

- _____ (1-5)
- 98 Don't Know
 - 99 No Answer/Refused

12. Tell me how much you agree or disagree with the following statement: This ad is convincing. Would you say you _____? **(READ RESPONSES)**

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 5 No opinion **(DO NOT READ)**
- 98 Don't Know
- 99 No Answer/Refused

13. Would you say the ad grabbed your attention?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

14. Would you say the ad gave you good reasons not to smoke?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

(GENERAL—Careful George/Careful Tim)

15. Have you recently seen an antitobacco television ad that appears to be an interview either with a man talking about embalming or a man who is standing in a room filled with chemicals?

- 1 Yes
- 2 Maybe, I think so
- 3 No → **SKIP TO ITEM 22 BELOW**
- 98 Don't Know → **SKIP TO ITEM 22 BELOW**
- 99 No Answer/Refused → **SKIP TO ITEM 22 BELOW**

16. What happens in this ad? **(DO NOT READ RESPONSES)**

- 1 Man dressed in either “scrubs” with hospital mask, gloves/in hat, protective suit, with chemical masks, gloves, etc
- 2 “George Faggas, Embalmer”/”Tim Ward, Field Chemist”
- 3 George/Tim says “This is an embalming machine”/”I work out in the field”
- 4 “For cleaning up chemical spills... with hazardous materials—Benzene.”
- 5 Interviewer: “Is formaldehyde a safe product?” George: “No... I believe it’s a cancer-causing agent.”
- 6 Interviewer: “Benzene Dangerous stuff? What can it do to you?” Tim: “Cause cancer.”
- 7 Interviewer: “You didn’t know that formaldehyde was in secondhand smoke?” George: “No, I didn’t.”
- 8 Tim shows special equipment/tool. Interviewer: “When do you use this device?” Tim: “On chemical spills.”
- 9 Interviewer: “What if I was taking a big whiff of that every day?” George: “It would probably cause some serious damage.” Interviewer: “Cancer? Death?” George: “Probably”
- 10 Interviewer holds up burning cigarette while Tim reads machine.
Interviewer: “What does it read?” Tim: “20 ppm” Interviewer: “Would you find that on a chemical spill?” Tim: “Yes you would.”
- 11 Interviewer: “Tobacco companies really don’t care much about that though, huh?”
- 12 “Secondhand smoke kills” on screen
- 13 “www.WhiteLies.tv” appears on screen
- 14 “Indiana Tobacco Prevention and Cessation” at bottom of screen
- 15 Other, Specify _____
- 98 Don’t Know
- 99 No Answer/Refused

17. What do you think is the main message of this advertisement? **(DO NOT READ RESPONSES)**

- 1 Tobacco/tobacco smoke contains dangerous chemicals
- 2 Tobacco/tobacco smoke contains embalming fluid/formaldehyde/dangerous chemicals
- 3 You should wear protective clothing/a mask around tobacco smoke
- 4 Secondhand smoke kills
- 5 Secondhand smoke is as dangerous/more dangerous than embalming fluid/more dangerous than hazardous materials
- 6 Secondhand smoke causes cancer
- 7 Tobacco doesn’t just hurt the people who use it
- 8 Most people don’t know what is in tobacco smoke
- 9 Tobacco companies do know what is in tobacco smoke
- 10 Tobacco companies don’t care about you
- 11 10,300 Hoosier deaths a year
- 12 These little white lies can kill you
- 13 Think. Don’t Smoke.

- 14 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

18. On a scale from 1 to 5, where "1" means you "don't like this ad at all" and "5" means you "like the ad very much," how much do you like this ad?

- _____ (1-5)
- 98 Don't Know
- 99 No Answer/Refused

19. Tell me how much you agree or disagree with the following statement: This ad is convincing.

- 1 Would you say you _____? (**READ RESPONSES**)
- 2 Strongly agree
- 3 Agree
- 4 Disagree
- 5 Strongly disagree
- 6 No opinion (**DO NOT READ**)
- 98 Don't Know
- 99 No Answer/Refused

20. Would you say the ad grabbed your attention?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

21. Would you say the ad gave you good reasons not to smoke?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

(GENERAL Deaths Planned—Critics Wave I)

22. Have you recently seen an antitobacco television ad that appeared at first to be the preview for a new movie?

- 1 Yes
- 2 Maybe, I think so
- 3 No → **SKIP TO SECTION V B, ITEM 1 BELOW (RADIO ADS)**
- 98 Don't Know → **SKIP TO SECTION V B, ITEM 1 BELOW (RADIO ADS)**
- 99 No Answer/Refused → **SKIP TO SECTION V B, ITEM 1 BELOW (RADIO ADS)**

23. What happens in this advertisement? **(DO NOT READ RESPONSES)**

- 1 Evil Empire Pictures
- 2 Someone you don't even know plotting your death
- 3 Men in suits in office saying "Don't let this out"
- 4 Man says someone already gone public
- 5 How many people involved
- 6 Kill as many as in Madrid
- 7 Play golf the next day
- 8 Graves, morgue, people on gurneys, body in shock wired
- 9 Senator questioning—just answer yes or no
- 10 Two young men talking... One says you've been watching too many movies
- 11 This isn't a movie
- 12 What kind of death toll
- 13 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

24. What do you think the main message of this advertisement is? **(DO NOT READ RESPONSES)**

- 1 Tobacco kills
- 2 Your death is being planned
- 3 Tobacco companies/executives don't care if people die
- 4 Tobacco companies/executives think money is more important than people
- 5 Number of people who die from smoking
- 6 Smoking causes cancer
- 7 Tobacco companies are greedy
- 8 Tobacco companies make money on death
- 9 Tobacco companies are targeting people/and their money
- 10 Tobacco companies/executives try to cover up the dangers of smoking
- 11 Tobacco companies/executives will lie to hide the truth
- 12 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

25. On a scale from 1 to 5, where "1" means you "don't like this ad at all" and "5" means you "like the ad very much," how much do you like this ad?

____ (1–5)

- 98 Don't Know
- 99 No Answer/Refused

26. Tell me how much you agree or disagree with the following statement: This ad is convincing. Would you say you _____? **(READ RESPONSES)**

- 1 Strongly agree

- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 5 No opinion **(DO NOT READ)**
- 98 Don't Know
- 99 No Answer/Refused

27. Would you say the ad grabbed your attention?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

28. Would you say the ad gave you good reasons not to smoke?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

B. RADIO ADS

(GENERAL—Benzene Disposal)

1. Have you recently heard an antitobacco radio ad that begins with a telephone call to an environmental disposal office?

- 1 Yes
- 2 Maybe, I think so
- 3 No → **SKIP TO ITEM 8 BELOW**
- 98 Don't Know → **SKIP TO ITEM 8 BELOW**
- 99 No Answer/Refused → **SKIP TO ITEM 8 BELOW**

2. What happens in this advertisement? **(DO NOT READ RESPONSES)**

- 1 Woman answers: "Environmental regulation. This is Mary...?"
- 2 Man: "I have a couple of pounds of Benzene I want to get rid of. Can I just pour that down the sink?"
- 3 Woman: "Don't pour it down the sink. It could ...contaminate your water supply."
- 4 Woman: "It has to be picked up by a hazardous waste disposal service."
- 5 Man: "Oh, are they the ones who pick up the garbage every week?"
- 6 Woman: "Do not put it in your trash."
- 7 Woman: "Benzene is a highly toxic carcinogen."
- 8 Woman: "You need a company licensed to transport and dispose of hazardous waste. It's a special license for handling dangerous materials."
- 9 Man: "Oh wow—that sounds serious." Woman: "Well, like I said, Benzene is highly toxic."

- 10 Announcer: "Benzene. Just 1 of 40 different cancer-causing chemicals found in secondhand smoke, and as close as the nearest cigarette."
 - 11 ITPC announcer: "This message brought to you by www.WhiteLies.tv and ITPC."
 - 12 Other, Specify _____
 - 98 Don't Know
 - 99 No Answer/Refused
3. What do you think is the main message of this advertisement? **(DO NOT READ RESPONSES)**
- 1 Tobacco/tobacco smoke contains dangerous chemicals
 - 2 Tobacco/tobacco smoke contains Benzene
 - 3 Tobacco/tobacco smoke causes cancer
 - 4 Benzene causes cancer
 - 5 Secondhand smoke kills
 - 6 Secondhand smoke is as dangerous/more dangerous than hazardous waste
 - 7 Most people don't know what is in tobacco smoke
 - 8 Tobacco doesn't just hurt the people who use it
 - 9 Tobacco companies don't care about you
 - 10 10,300 Hoosier deaths a year
 - 11 These little white lies can kill you
 - 12 Think. Don't Smoke.
 - 13 Other, Specify _____
 - 98 Don't Know
 - 99 No Answer/Refused
4. On a scale from 1 to 5, where "1" means you "don't like this ad at all" and "5" means you "like the ad very much," how much do you like this ad?
- _____ (1-5)
- 98 Don't Know
 - 99 No Answer/Refused
5. Tell me how much you agree or disagree with the following statement: This ad is convincing. Would you say you _____? **(READ RESPONSES)**
- 1 Strongly agree
 - 2 Agree
 - 3 Disagree
 - 4 Strongly disagree
 - 5 No opinion **(DO NOT READ)**
 - 98 Don't Know
 - 99 No Answer/Refused
6. Would you say the ad grabbed your attention?
- 1 Yes
 - 2 No

- 98 Don't Know
- 99 No Answer/Refused

7. Would you say the ad gave you good reasons not to smoke?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

(YOUTH—Hazmat)

8. Have you recently heard an antitobacco radio ad that features two young people discussing a suit one of them is wearing?

- 1 Yes
- 2 Maybe, I think so
- 3 No → **SKIP TO ITEM 15 BELOW**
- 98 Don't Know → **SKIP TO ITEM 15 BELOW**
- 99 No Answer/Refused → **SKIP TO ITEM 15 BELOW**

9. What happens in this advertisement? **(DO NOT READ RESPONSES)**

- 1 Man—Dave (somewhat muffled): “Hey Mary. What’s up?”
- 2 Mary: “Not much. Dave, what are you wearing?”
- 3 Dave: “... a triple-lined, fully protective hazmat body suit...”
- 4 Dave: “Indiana is a toxic environment.”
- 5 Dave: “We have the 4th highest smoking rate in the U.S., with almost 1.2 million adult smokers.”
- 6 Dave: “...tobacco smoke has over 4,000 chemicals. Many of them are harmful or even deadly.”
- 7 Dave: “So I’m protecting myself.”
- 8 Mary: “There’s a group called ‘Voice,’ that’s youth from all over Indiana. They’re working to tell people how tobacco harms our state.”
- 9 Mary: “Go to their website at www.voice.tv to find out more.”
- 10 Mary: “Dave! You should really wear underwear in that thing!”
- 11 ITPC Announcer: “This message brought to you by ITPC and voice.tv”
- 12 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

10. What do you think is the main message of this advertisement? **(DO NOT READ RESPONSES)**

- 1 Tobacco/tobacco smoke contains dangerous chemicals
- 2 Tobacco/tobacco smoke contains 4,000 chemicals
- 3 Indiana is a dangerous place to live
- 4 “Voice” is a new youth group in Indiana

- 5 Join the “Voice” movement to fight tobacco/tobacco companies
- 6 Secondhand smoke kills
- 7 Secondhand smoke is as dangerous/more dangerous than other chemicals
- 8 Tobacco doesn’t just hurt the people who use it
- 9 Tobacco companies don’t care about you
- 10 10,300 Hoosier deaths a year
- 11 These little white lies can kill you
- 12 Think. Don’t Smoke.
- 13 Other, Specify _____
- 98 Don’t Know
- 99 No Answer/Refused

11. On a scale from 1 to 5, where “1” means you “don’t like this ad at all” and “5” means you “like the ad very much,” how much do you like this ad?

_____ (1–5)

- 98 Don’t Know
- 99 No Answer/Refused

12. Tell me how much you agree or disagree with the following statement: This ad is convincing. Would you say you _____? **(READ RESPONSES)**

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 5 No opinion **(DO NOT READ)**
- 98 Don’t Know
- 99 No Answer/Refused

13. Would you say the ad grabbed your attention?

- 1 Yes
- 2 No
- 98 Don’t Know
- 99 No Answer/Refused

14. Would you say the ad gave you good reasons not to smoke?

- 1 Yes
- 2 No
- 98 Don’t Know
- 99 No Answer/Refused

(HISPANIC—Song for Papa)

ONLY ASK FOR HISPANIC OVERSAMPLE, OTHERWISE SKIP TO ITEM 22

15. Have you recently heard an antitobacco radio ad that features a man playing the guitar, and singing a song about his father?

- 1 Yes
- 2 Maybe, I think so
- 3 No → **SKIP TO ITEM 22 BELOW**
- 98 Don't Know → **SKIP TO ITEM 22 BELOW**
- 99 No Answer/Refused → **SKIP TO ITEM 22 BELOW**

16. What happens in this advertisement? **(DO NOT READ RESPONSES)**

- 1 Man: "This is for you Papa."
- 2 Man singing: "Papa I graduated from college today. Wish you could've seen me, I know you would say, 'Proud of you son,' with a tear in your eye."
- 3 Man singing: "But because of the cigarette, I had to watch you die."
- 4 Man singing: "You taught me how to lead my life, embrace love, and give."
- 5 Man singing: "But because of the cigarette, it's hard to love to live."
- 6 Man singing: "For the makers of the cigarettes, I have this to say to you—
- 7 "Stop killing dreams. Stop breaking families. Stop hurting children. Stop cause you can't bring Papa back to me."
- 8 Announcer: "Yeah, smoking hurts."
- 9 Announcer: "This message sponsored by www.WhiteLies.tv and ITPC."
- 10 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

17. What do you think is the main message of this advertisement? **(DO NOT READ RESPONSES)**

- 1 Tobacco doesn't just hurt the people who use it
- 2 Smoking will lead to an early death
- 3 Tobacco deaths leave behind heartbroken families
- 4 Tobacco companies don't care about you
- 5 10,300 Hoosier deaths a year
- 6 These little white lies can kill you
- 7 Think. Don't Smoke.
- 8 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

18. On a scale from 1 to 5, where “1” means you “don’t like this ad at all” and “5” means you “like the ad very much,” how much do you like this ad?

_____ (1–5)

98 Don’t Know

99 No Answer/Refused

19. Tell me how much you agree or disagree with the following statement: This ad is convincing. Would you say you _____? **(READ RESPONSES)**

1 Strongly agree

2 Agree

3 Disagree

4 Strongly disagree

5 No opinion **(DO NOT READ)**

98 Don’t Know

99 No Answer/Refused

20. Would you say the ad grabbed your attention?

1 Yes

2 No

98 Don’t Know

99 No Answer/Refused

21. Would you say the ad gave you good reasons not to smoke?

1 Yes

2 No

98 Don’t Know

99 No Answer/Refused

(GENERAL/HISPANIC—Polonium 210)

22. Have you recently heard an antitobacco radio ad that talks about radioactive material?

1 Yes

2 Maybe, I think so

3 No → **SKIP TO SECTION V C, ITEM 1 BELOW (PRINT/BILLBOARD ADS)**

98 Don’t Know → **SKIP TO SECTION V C, ITEM 1 BELOW**

99 No Answer/Refused → **SKIP TO SECTION V C, ITEM 1 BELOW**

23. What happens in this advertisement? **(DO NOT READ RESPONSES)**

1 Music in background. Voiceover: “Most people have heard of Polonium 210. It’s a very rare radioactive material that can cause cancer.”

2 Voiceover: “Polonium 210 is very dangerous, even in small amounts.”

3 Voiceover: “If you are exposed to Polonium 210, you must report it right away.”

- 4 Voiceover: "Polonium 210 is just 1 of the 40 different cancer-causing chemicals found in cigarette smoke. Yes, in cigarette smoke."
- 5 "This message is from www.WhiteLies.tv and ITPC."
- 6 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

24. What do you think is the main message of this advertisement? **(DO NOT READ RESPONSES)**

- 1 Tobacco/tobacco smoke contains dangerous chemicals
- 2 Tobacco/tobacco smoke contains Polonium 210
- 3 Tobacco/tobacco smoke causes cancer
- 4 Polonium 210 causes cancer
- 5 Tobacco smoke is radioactive
- 6 Secondhand smoke kills
- 7 Secondhand smoke is as dangerous/more dangerous than radioactive material
- 8 Most people don't know what is in tobacco smoke
- 9 Tobacco doesn't just hurt the people who use it
- 10 Tobacco companies don't care about you
- 11 10,300 Hoosier deaths a year
- 12 These little white lies can kill you
- 13 Think. Don't Smoke.
- 14 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

25. On a scale from 1 to 5, where "1" means you "don't like this ad at all" and "5" means you "like the ad very much," how much do you like this ad?

____ (1-5)

- 98 Don't Know
- 99 No Answer/Refused

26. Tell me how much you agree or disagree with the following statement: This ad is convincing. Would you say you _____? **(READ RESPONSES)**

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 5 No opinion **(DO NOT READ)**
- 98 Don't Know
- 99 No Answer/Refused

27. Would you say the ad grabbed your attention?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

28. Would you say the ad gave you good reasons not to smoke?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

C. PRINT/BILLBOARDS

(GENERAL—Little White Lies)

1. Have you recently seen an antitobacco newspaper, magazine or outdoor billboard ad that features several cigarettes with something printed on them?

- 1 Yes
- 2 Maybe, I think so
- 3 No → **SKIP TO ITEM 8 BELOW**
- 98 Don't Know → **SKIP TO ITEM 8 BELOW**
- 99 No Answer/Refused → **SKIP TO ITEM 8 BELOW**

2. What did the cigarettes have on them, or what else was printed on the advertisement?
(DO NOT READ RESPONSES)

- 1 Cigarettes have words (lies) printed on them
- 2 Cigarette says: "You can get cancer from anything."
- 3 Cigarette says: "There's no real proof tobacco kills."
- 4 Cigarette says: "I'm not hurting anyone but myself."
- 5 Cigarette says: "Secondhand smoke isn't dangerous."
- 6 Cigarette says: "Lots of healthy people smoke."
- 7 Cigarette says: "We have a better cigarette."
- 8 Cigarette says: "Tobacco only hurts the user."
- 9 Cigarette says: "Cigarette smoke isn't harmful."
- 10 Cigarette says: "We don't target the young."
- 11 Cigarette says: "Big Tobacco isn't greedy."
- 12 Words under ashtray: "These little white lies can kill you."
- 13 Text: "Any way you look at it, tobacco is bad for Indiana. Tobacco kills thousands of Hoosiers every year, leaving behind heartbroken families and costing Indiana's taxpayers millions of health care dollars."
- 14 "www.WhiteLies.tv" at bottom
- 15 "Indiana Tobacco Prevention and Cessation" at bottom
- 16 Other, Specify _____

- 98 Don't Know
- 99 No Answer/Refused

3. What do you think is the main message of this advertisement? **(DO NOT READ RESPONSES)**

- 1 Tobacco/tobacco smoke causes many illnesses
- 2 Smoking causes cancer
- 3 Tobacco has been proven to kill
- 4 Secondhand smoke is dangerous/secondhand smoke kills
- 5 Tobacco companies lie
- 6 Tobacco companies know that cigarettes are dangerous
- 7 Tobacco doesn't just hurt the people who use it
- 8 Tobacco companies are greedy
- 9 Tobacco companies don't care about you
- 10 10,300 Hoosier deaths a year
- 11 Think. Don't Smoke.
- 12 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

4. On a scale from 1 to 5, where "1" means you "don't like this ad at all" and "5" means you "like the ad very much," how much do you like this ad?

____ (1-5)

- 98 Don't Know
- 99 No Answer/Refused

5. Tell me how much you agree or disagree with the following statement: This ad is convincing. Would you say you _____? **(READ RESPONSES)**

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 5 No opinion **(DO NOT READ)**
- 98 Don't Know
- 99 No Answer/Refused

6. Would you say the ad grabbed your attention?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

7. Would you say the ad gave you good reasons not to smoke?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

(AA, GENERAL—Slavery)

8. Have you recently seen an antitobacco newspaper, magazine or outdoor billboard ad that shows a cigarette and a chain?

- 1 Yes
- 2 Maybe, I think so
- 3 No → **SKIP TO ITEM 15 BELOW**
- 98 Don't Know → **SKIP TO ITEM 15 BELOW**
- 99 No Answer/Refused → **SKIP TO ITEM 15 BELOW**

9. Can you describe the picture to me? Or can you tell me what the ad says? **(DO NOT READ RESPONSES)**

- 1 Cigarette is attached to chain and shackle
- 2 Cigarette and chain on concrete floor
- 3 Words under cigarette and chain: "Slavery hurts."
- 4 Text: "Cigarettes are highly addictive; in fact, nicotine is more addictive than cocaine, heroin, or marijuana."
- 5 Text: "Tobacco companies even use additives to enhance the effect of the nicotine..."
- 6 Text: "...it is estimated that over one million African Americans under 18 will become slaves to tobacco. And half of them will die prematurely."
- 7 Text: "This addiction doesn't just hurt the smoker, it hurts everyone."
- 8 Text: "Indiana spends over one billion dollars a year on tobacco-related illnesses."
- 9 Text: "whether you're a slave to cigarettes or not, you pay the cost."
- 10 "www.WhiteLies.tv" at bottom of page
- 11 "Indiana Tobacco Prevention and Cessation" at bottom of page
- 12 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

10. What do you think is the main message of this advertisement? **(DO NOT READ RESPONSES)**

- 1 Tobacco/cigarettes enslave you
- 2 Cigarettes are as dangerous/more dangerous than illegal drugs
- 3 Tobacco addiction is as bad as slavery
- 4 Tobacco affects African Americans more than others
- 5 Tobacco companies lie
- 6 Tobacco companies know that cigarettes are dangerous

- 7 Tobacco doesn't just hurt the people who use it
- 8 Tobacco-related illnesses are costly to take care of
- 9 10,300 Hoosier deaths a year
- 10 Think. Don't Smoke.
- 11 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

11. On a scale from 1 to 5, where "1" means you "don't like this ad at all" and "5" means you "like the ad very much," how much do you like this ad?

- _____ (1-5)
- 98 Don't Know
 - 99 No Answer/Refused

12. Tell me how much you agree or disagree with the following statement: This ad is convincing. Would you say you _____? **(READ RESPONSES)**

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 5 No opinion **(DO NOT READ)**
- 98 Don't Know
- 99 No Answer/Refused

13. Would you say the ad grabbed your attention?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

14. Would you say the ad gave you good reasons not to smoke?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

(GENERAL—DDT/Rat Poison)

15. Have you recently seen an antitobacco newspaper, magazine or outdoor billboard ad that features a cockroach, or a rat or mouse?

- 1 Yes
- 2 Maybe, I think so
- 3 No → **SKIP TO SECTION VII (DEMOGRAPHICS), ITEM 1 BELOW**

- 98 Don't Know → **SKIP TO SECTION VII, ITEM 1 BELOW**
 99 No Answer/Refused → **SKIP TO SECTION VII, ITEM 1 BELOW**

16. Can you describe the picture to me? Or can you tell me what the ad says? (**DO NOT READ RESPONSES**)

- 1 Rat or cockroach is dead
- 2 Rat or Cockroach is on its back
- 3 Rat or Cockroach has its legs in the air
- 4 Rat is white
- 5 Cockroach is brown
- 6 Words above cockroach: "DDT is in tobacco smoke."
- 7 Words above rat: "Rat poison is in tobacco smoke."
- 8 "www.WhiteLies.tv" at bottom
- 9 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

17. What do you think is the main message of this advertisement? (**DO NOT READ RESPONSES**)

- 1 Tobacco/tobacco smoke contains dangerous chemicals
- 2 Tobacco/tobacco smoke contains rat poison
- 3 Tobacco/tobacco smoke contains DDT
- 4 Secondhand smoke is as dangerous/more dangerous than DDT
- 5 Secondhand smoke kills
- 6 Secondhand smoke is as dangerous/more dangerous than rat poison
- 7 Tobacco doesn't just hurt the people who use it
- 8 Most people don't know what is in tobacco smoke
- 9 Tobacco companies do know what is in tobacco smoke
- 10 Tobacco companies don't care about you
- 11 10,300 Hoosier deaths a year
- 12 These little white lies can kill you
- 13 Think. Don't Smoke.
- 14 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

18. On a scale from 1 to 5, where "1" means you "don't like this ad at all" and "5" means you "like the ad very much," how much do you like this ad?

- ____ (1-5)
 98 Don't Know
 99 No Answer/Refused

19. Tell me how much you agree or disagree with the following statement: This ad is convincing. Would you say you _____? **(READ RESPONSES)**

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 5 No opinion **(DO NOT READ)**
- 98 Don't Know
- 99 No Answer/Refused

20. Would you say the ad grabbed your attention?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

21. Would you say the ad gave you good reasons not to smoke?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

(GENERAL—Gas Can)

22. Have you recently seen an antitobacco advertisement on an outdoor billboard or poster that features a gasoline can?

- 1 Yes
- 2 Maybe, I think so
- 3 No → **SKIP TO SECTION VII (DEMOGRAPHICS)**
- 98 Don't Know → **SKIP TO SECTION VII**
- 99 No Answer/Refused → **SKIP TO SECTION VII**

23. Can you describe the picture to me? Or can you tell me what the ad says? **(DO NOT READ RESPONSES)**

- 1 Words printed on can: "GASOLINE CAN"
- 2 Words printed on can: "KEEP OUR OF REACH OF CHILDREN"
- 3 Nozzle attached to gasoline can
- 4 Words above gasoline can: "Benzene is in tobacco smoke."
- 5 "www.WhiteLies.tv" at bottom
- 6 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

24. What do you think is the main message of this advertisement? **(DO NOT READ RESPONSES)**

- 1 Tobacco/tobacco smoke contains dangerous chemicals/gasoline
- 2 Tobacco/tobacco smoke contains benzene
- 3 Secondhand smoke kills
- 4 Secondhand smoke is as dangerous/more dangerous than benzene
- 5 Tobacco doesn't just hurt the people who use it
- 6 Most people don't know what is in tobacco smoke
- 7 Tobacco companies do know what is in tobacco smoke
- 8 Tobacco companies don't care about you
- 9 10,300 Hoosier deaths a year
- 10 These little white lies can kill you
- 11 Think. Don't Smoke.
- 12 Other, Specify _____
- 98 Don't Know
- 99 No Answer/Refused

25. On a scale from 1 to 5, where "1" means you "don't like this ad at all" and "5" means you "like the ad very much," how much do you like this ad?

- ____ (1-5)
- 98 Don't Know
- 99 No Answer/Refused

26. Tell me how much you agree or disagree with the following statement: This ad is convincing. Would you say you _____? **(READ RESPONSES)**

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 5 No opinion **(DO NOT READ)**
- 98 Don't Know
- 99 No Answer/Refused

27. Would you say the ad grabbed your attention?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

28. Would you say the ad gave you good reasons not to smoke?

- 1 Yes
- 2 No

- 98 Don't Know
- 99 No Answer/Refused

VII. DEMOGRAPHIC CHARACTERISTICS

The last few questions I have for you will help us combine your responses with those of others we have interviewed.

1. What is your age?

Enter Age _____.

- 98 Don't Know
- 99 No Answer/Refused

2. What grade will you be in this fall?

- 1 6th
- 2 7th
- 3 8th
- 4 9th
- 5 10th
- 6 11th
- 7 12th
- 8 Ungraded program
- 9 Other grade
- 10 Not in school
- 98 Don't Know
- 99 No Answer/Refused

3. How well would you say you have done in school?

- 1 Much better than average
- 2 Better than average
- 3 Average
- 4 Below average
- 5 Much worse than Average
- 98 Don't Know
- 99 No Answer/Refused

4. How far do you think you will go in school?

- 1 I don't plan to go to school anymore
- 2 Less than one grade
- 3 1st, 2nd, 3rd, or 4th Grade
- 4 5th or 6th Grade
- 5 7th or 8th Grade
- 6 9th Grade
- 7 10th Grade

- 8 11th Grade
- 9 Grade or GED
- 10 Some College or Technical school but no degree
- 11 Technical school degree
- 12 College Degree
- 13 Graduate school, medical school, or law school
- 98 Don't Know
- 99 No Answer/Refused

5. I am going to read you a list of statements. Tell me which best describes the amount of education your mother has completed.

- 1 Less than high school
- 2 A GED
- 3 A high school graduate
- 4 Some college
- 5 A college graduate
- 98 Don't Know
- 99 No Answer/Refused

6. I am going to read you a list of statements. Tell me which best describes the amount of education your father has completed.

- 1 Less than high school
- 2 A GED
- 3 A high school graduate
- 4 Some college
- 5 A college graduate
- 98 Don't Know
- 99 No Answer/Refused

7. Do you use the Internet at home or at school?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 No Answer/Refused

THANK RESPONDENT & RECORD THE FOLLOWING INFORMATION

CUSID _____

DATE OF INTERVIEW _____

INTERVIEWER NAME: _____

APPENDIX B.3

2002 Indiana Adult Tobacco Survey

I. INTRODUCTION

Hello, my name is _____. I am calling from Research Triangle Institute to ask your help in a brief health survey for the state of Indiana.

SCREENING METHOD ONE: MOST RECENT BIRTHDAY WITHIN SMOKING STATUS (Apply with 50% of the sample.)

1. I would like to randomly select one adult who lives in your household to be interviewed. How many members of your household, including yourself, are 18 years of age or older?

___ NUMBER OF ADULTS

2. For the purposes of this study we are speaking with both nonsmokers and smokers. How many of these adults are smokers?

___ NUMBER OF SMOKERS

***SUBTRACT NUMBER OF SMOKERS FROM TOTAL ADULTS TO
CALCULATE TOTAL NUMBER OF ADULT NONSMOKERS**

3. **THE FOLLOWING ARE SELECTED IN TURN, BASED ON CALCULATIONS
DERIVED FROM PREVIOUS RESPONSES**

- A. You have been selected to participate. May I please have your name?

_____ RESPONDENT NAME

- B. The adult in the household has been selected to participate. May I please have his or her name?

_____ RESPONDENT NAME

- C. I would like to speak with the nonsmoker with the most recent birthday. May I please have his or her name?

_____ RESPONDENT NAME

- D. I would like to speak with the smoker with the most recent birthday. May I please have his or her name?

_____ RESPONDENT NAME

- E. I would like to speak with is the smoker. May I please have his or her name?

_____ RESPONDENT NAME

- F. I would like to speak with the nonsmoker. May I please have his or her name?

_____ RESPONDENT NAME

SCREENING METHOD TWO: MOST RECENT BIRTHDAY WITHIN GENDER (Apply with 50% of the sample.)

1. I would like to randomly select one adult who lives in your household to be interviewed. How many members of your household, including yourself, are 18 years of age or older?

___ NUMBER OF ADULTS

2. For the purposes of this study we are speaking with both males and females. How many of these adults in your household are male?

___ NUMBER OF MEN

***SUBTRACT NUMBER OF SMOKERS FROM TOTAL ADULTS TO
CALCULATE TOTAL NUMBER OF ADULT NONSMOKERS**

3. **THE FOLLOWING ARE SELECTED IN TURN, BASED ON CALCULATIONS
DERIVED FROM PREVIOUS RESPONSES**

- A. You have been selected to participate. May I please have your name?

_____ RESPONDENT NAME

- B. The adult in the household has been selected to participate. May I please have his or her name?

_____ RESPONDENT NAME

- C. I would like to speak with the adult female with the most recent birthday. May I please have her name?

_____ RESPONDENT NAME

- D. I would like to speak with the adult male with the most recent birthday. May I please have his name?

_____ RESPONDENT NAME

- E. I would like to speak with the adult male. May I please have his name?

_____ RESPONDENT NAME

- F. I would like to speak with the adult female. May I please have her name?

_____ RESPONDENT NAME

We are interviewing about 2000 people in the state of Indiana about their health and opinions regarding various health and tobacco control issues. Your help is voluntary, but very important. If we come to a question you don't want to answer, we will skip over it and you can end at any time. The interview only takes about 15 to 20 minutes. The information you provide will be kept strictly confidential and will be used to shape policies in the State of Indiana over the next few years. If you have questions regarding the survey, I can give you some contact information. Would you like those numbers?

YES → If you have questions about the study you can call Lisa Carley-Baxter, at 1-800-334-8571 ext. 2616, or Miranda Spitznagle at the Indiana Tobacco Prevention and Cessation, at 1-317-234-1787. If you have questions about your rights as a study participant, you can call RTI's Office of Research Protection at 1-866-214-2043.

NO → Okay, let's get started.

II. SECTION 1

1. What county do you live in?

Region 1 (Northwest)

- 1 JASPER
- 2 LAKE
- 3 LAPORTE
- 4 NEWTON
- 5 PORTER
- 99 OTHER, SPECIFY _____

Region 2 (N. Central)

- 6 CARROL
- 7 CASS
- 8 ELKHART
- 9 FULTON
- 10 KOSCIUSKO
- 11 MARSHALL
- 12 MIAMI
- 13 PULASKI
- 14 ST. JOSEPH
- 15 STARKE
- 16 WABASH
- 17 WHITE
- 99 OTHER, SPECIFY _____

Region 3 (N. East)

- 18 ADAMS
- 19 ALLEN
- 20 DEKALB
- 21 HUNTINGTON
- 22 LAGRANGE
- 23 NOBLE
- 24 STEUBEN
- 25 WELLS
- 26 WHITLEY
- 99 OTHER, SPECIFY _____

Region 4 (Central West)

- 27 BENTON
- 28 CLAY
- 29 FOUNTAIN
- 30 GREENE
- 31 MONTGOMERY
- 32 OWEN

- 33 PARKE
- 34 PUTNAM
- 35 SULLIVAN
- 36 TIPPECANOE
- 37 VERMILLION
- 38 VIGO
- 39 WARREN
- 99 OTHER, SPECIFY _____

Region 5 (Central – Indy)

- 40 BOONE
- 41 CLINTON
- 42 HAMILTON
- 43 HANCOCK
- 44 HENDRICKS
- 45 HOWARD
- 46 JOHNSON
- 47 MADISON
- 48 MARION
- 49 MORGAN
- 50 SHELBY
- 51 TIPTON
- 99 OTHER, SPECIFY _____

Region 6 (C. East)

- 52 BLACKFORD
- 53 DELAWARE
- 54 FAYETTE
- 55 FRANKLIN
- 56 GRANT
- 57 HENRY
- 58 JAY
- 59 RANDOLPH
- 60 RUSH
- 61 UNION
- 62 WAYNE
- 99 OTHER, SPECIFY _____

Region 7 (South West)

- 63 BROWN
- 64 CRAWFORD
- 65 DAVIESS
- 66 DUBOIS
- 67 GIBSON
- 68 KNOX
- 69 LAWRENCE

- 70 MARTIN
- 71 MONROE
- 72 ORANGE
- 73 PERRY
- 74 PIKE
- 75 POSEY
- 76 SPENCER
- 77 VANDERBURG
- 78 WARRICK
- 99 OTHER, SPECIFY _____

Region 8 (S. East)

- 79 BARTHOLOMEW
- 80 CLARK
- 81 DARBORN
- 82 DECATUR
- 83 FLOYD
- 84 HARRISON
- 85 JACKSON
- 86 JEFFERSON
- 87 JENNINGS
- 88 OHIO
- 89 RIPLEY
- 90 SCOTT
- 91 SWITZERLAND
- 92 WASHINGTON
- 99 OTHER, SPECIFY _____

2. **ASK ONLY IF NECESSARY:** For survey purposes I have to ask if you are male or female.

- 1 MALE
- 2 FEMALE

3. What is your age?

___ CODE AGE IN YEARS

4. Would you say that in general your health is:

- 1 Excellent
- 2 Very good
- 3 Good
- 4 Fair
- 5 Poor
- 98 Don't Know/Not Sure
- 99 Refused

III. SECTION 2

1. Have you smoked at least 100 cigarettes in your entire life?

1 Yes → **SKIP TO ITEM 3 BELOW**
2 No
98 Don't Know/Not Sure
99 Refused

2. Have you ever smoked a cigarette, even one or two puffs?

1 Yes
2 No → **SKIP TO SECTION 3, ITEM 11 BELOW**
98 Don't Know/Not Sure
99 Refused

3. Do you now smoke cigarettes everyday, some days, or not at all?

1 Everyday
2 Some Days → **SKIP TO ITEM 5 BELOW**
3 Not at All → **SKIP TO ITEM 15 BELOW**
98 Don't Know/Not Sure → **SKIP TO SECTION 3, ITEM 11 BELOW**
99 Refused → **SKIP TO SECTION 3, ITEM 11 BELOW**

4. On the average, about how many cigarettes a day do you now smoke?

____ **NUMBER OF CIGARETTES (NOTE TO INTERVIEWER: 1 PACK=20 CIGARETTES)**
98 Don't Know/Not Sure
99 Refused

5. Now I'd like you to think about the past 30 days, that is since _____. On how many of the past 30 days did you smoke cigarettes?

____ **NUMBER OF DAYS → IF ≥1, GO TO ITEM 6. IF 0, SKIP TO ITEM 7 BELOW**
98 Don't Know/Not Sure → **SKIP TO ITEM 7 BELOW**
99 Refused → **SKIP TO ITEM 7 BELOW**

6. On the average, on days when you smoked during the past 30 days, about how many cigarettes did you smoke a day?

____ **NUMBER OF CIGARETTES (NOTE TO INTERVIEWER: 1 PACK=20 CIGARETTES)**
98 Don't Know/Not Sure
99 Refused

7. How soon after you wake up do you have your first cigarette? Would you say...

- 1 Within 5 minutes
- 2 6–30 minutes
- 3 31–60 minutes
- 4 After 60 minutes
- 98 Don't Know/Not Sure
- 99 Refused

8. How often do you smoke alone? Would you say...

- 1 Every day
- 2 Some days
- 3 Not at all
- 98 Don't Know/Not Sure
- 99 Refused

9. What brand of cigarettes do you smoke most often? (NOTE: DO NOT READ RESPONSE CATEGORIES, CODE ONLY ONE)

- 1 BENSON & HEDGES
- 2 CAMEL
- 3 CARLTON
- 4 GENERIC
- 5 KENT
- 6 KOOL
- 7 MARLBORO
- 8 MERIT
- 9 MORE
- 10 NEWPORT
- 11 PALL MALL
- 12 SALEM
- 13 VIRGINIA SLIMS
- 14 WINSTON
- 15 LUCKY STRIKE
- 16 OTHER, SPECIFY _____
- 98 DON'T KNOW/NOT SURE
- 99 Refused

10. Do you smoke menthol or plain cigarettes?

- 1 Menthol
- 2 Plain
- 98 Don't Know/Not Sure
- 99 Refused

11. Are they regular, lights, ultra lights?

- 1 Regular
- 2 Lights
- 3 Ultra Lights
- 98 Don't Know/Not Sure
- 99 Refused

12. Do you smoke discount or generic cigarettes, or premium or full-priced cigarettes?

- 1 Discount of Generic Cigarettes
- 2 Premium or Full-priced Cigarettes?
- 98 Don't Know/Not Sure
- 99 Refused

13. In the last twelve months have you ever bought cigarettes in Neighboring States?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

14. In the last twelve months have you ever bought cigarettes on the Internet?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

15. About how long has it been since you last smoked cigarettes regularly? Would you say...

(NOTE: READ RESPONSES UNTIL RESPONDENT ANSWERS)

- 1 Within the past month (\leq 1 month ago)
- 2 Within the past 3 months (>1 month but less than 3 months ago)
- 3 Within the past 6 months (>3 months but less than 6 months ago)
- 4 Within the past year (>6 months but less than 1 year ago)
- 5 Within the past 5 years (>1 year but less than 5 years ago)
- 6 Within the past 10 years (>5 years but less than 10 years ago)
- 7 10 or more years ago
- 98 Don't Know/Not Sure
- 99 Refused

IV. SECTION 3

1. During the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking?

1 Yes
2 No ➔ **SKIP TO ITEM 6 BELOW**
98 Don't Know/Not Sure ➔ **SKIP TO ITEM 6 BELOW**
99 Refused ➔ **SKIP TO ITEM 6 BELOW**

ONLY ASK IF SECTION 2, ITEM 15 = 1–5:

2. When you quit smoking, did you use the nicotine patch, nicotine gum, or any other medication to help you quit?

1 Yes
2 No
98 Don't Know/Not Sure
99 Refused

3. The last time you tried to quit smoking, did you use the nicotine patch, nicotine gum, or any other medication to help you quit?

1 Yes
2 No
98 Don't Know/Not Sure
99 Refused

ONLY ASK IF SECTION 2, ITEM 15 = 1–5:

4. When you quit smoking, did you use any other assistance such as classes or counseling?

1 Yes
2 No
98 Don't Know/Not Sure
99 Refused

5. The last time you tried to quit smoking, did you use any other assistance such as classes or counseling?

1 Yes
2 No
98 Don't Know/Not Sure
99 Refused

6. Are you seriously considering stopping smoking within the next six months?
- 1 Yes
 - 2 No ➔ **SKIP TO ITEM 8 BELOW**
 - 98 Don't Know/Not Sure ➔ **SKIP TO ITEM 8 BELOW**
 - 99 Refused ➔ **SKIP TO ITEM 8 BELOW**
7. Are you planning to stop smoking within the next 30 days?
- 1 Yes
 - 2 No
 - 98 Don't Know/Not Sure
 - 99 Refused
8. Do you ever expect to quit smoking?
- 1 Yes
 - 2 No
 - 98 Don't Know/Not Sure
 - 99 Refused
9. If you decided to give up smoking altogether, how likely do you think you would be to succeed? Would you say...
- 1 Very likely
 - 2 Somewhat likely
 - 3 Somewhat unlikely
 - 4 Very unlikely
 - 98 Don't Know/Not Sure
 - 99 Refused
10. Are you aware of any assistance that might be available to help you quit smoking, such as telephone quitlines, local health clinic services, or cessation programs?
- 1 Yes
 - 2 No
 - 98 Don't Know/Not Sure
 - 99 Refused
11. In the past 12 months, have you seen a doctor or other health professional to get any kind of care for yourself?
- 1 Yes
 - 2 No ➔ **SKIP TO ITEM 18 BELOW**
 - 98 Don't Know/Not Sure ➔ **SKIP TO ITEM 18 BELOW**
 - 99 Refused ➔ **SKIP TO ITEM 18 BELOW**

12. During the past 12 months, did any doctor, nurse, or other health professional advise you to not smoke?

- 1 Yes ➔ **SKIP TO ITEM 14 BELOW**
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

13. During the past 12 months, did any doctor, or other health professional ask if you smoke?

- Yes ➔ **SKIP TO ITEM 18 BELOW**
- No ➔ **SKIP TO ITEM 18 BELOW**
- 98 Don't Know/Not Sure ➔ **SKIP TO ITEM 18 BELOW**
- 99 Refused ➔ **SKIP TO ITEM 18 BELOW**

14. In the past 12 months, when a doctor, or other health professional advised you to quit smoking, did they also do any of the following? (**MARK ALL THAT APPLY**)

Prescribe or recommend a patch

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

Prescribe or recommend nicotine gum

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

Prescribe or recommend nasal spray

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

Prescribe or recommend an inhaler

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

Prescribe or recommend pills such as Zyban?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

15. In the past 12 months, when a doctor, or other health professional advised you to quit smoking, did they also do any of the following?

Suggest that you set a specific date to stop smoking?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

16. In the past 12 months, when a doctor, or other health professional advised you to quit smoking, did they also do any of the following?

Suggest that you use a smoking cessation class, program, quit line or counseling?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

17. In the past 12 months, when a doctor, or other health professional advised you to quit smoking, did they also do any of the following?

Provide you with booklets, videos, or other materials to help you quit smoking on your own?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

ONLY ASK IF FEMALE AGED 18–49: ELSE SKIP TO ITEM 23 BELOW

18. Have you ever given birth to a live born infant in the past 5 years?

- 1 Yes
- 2 No ➔ **SKIP TO ITEM 23 BELOW**
- 98 Don't Know/Not Sure
- 99 Refused

19. In the 3 months **before** you got pregnant, did you smoke?

- 1 Yes
- 2 No ➔ **SKIP TO ITEM 21 BELOW**
- 98 Don't Know/Not Sure ➔ **SKIP TO ITEM 21 BELOW**
- 99 Refused ➔ **SKIP TO ITEM 21 BELOW**

20. How many cigarettes did you smoke on an average day? (**NOTE: IF LESS THAN 1 CIGARETTE/DAY, CODE AS "0"**)

___ NUMBER OF CIGARETTES

- 98 Don't Know/Not Sure
- 99 Refused

21. In the **last** 3 months of your pregnancy, did you smoke?

- 1 Yes
- 1 No ➔ **SKIP TO ITEM 23 BELOW**
- 98 Don't Know/Not Sure ➔ **SKIP TO ITEM 23 BELOW**
- 99 Refused ➔ **SKIP TO ITEM 23 BELOW**

22. How many cigarettes did you smoke on an average day? (**NOTE: IF LESS THAN 1 CIGARETTE/DAY, CODE AS "0"**)

____ NUMBER OF CIGARETTES

- 98 Don't Know/Not Sure
- 99 Refused

23. Have you ever used or tried any smokeless tobacco products such as chewing tobacco or snuff?

- 1 Yes
- 1 No ➔ **SKIP TO ITEM 27 BELOW**
- 98 Don't Know/Not Sure
- 99 Refused

24. Do you currently use chewing tobacco or snuff every day, some days, or not at all?

- 1 Every Day
- 2 Some days
- 3 Not at All ➔ **SKIP TO ITEM 27 BELOW**
- 98 Don't Know/Not Sure
- 99 Refused

25. During the past 30 days, how many cans of snuff or dip did you use per week?

- 1 I did not use snuff or dip in the past 30 days
- 2 Less than 1 can per week
- 3 1–2 cans per week
- 4 3–4 cans per week
- 5 5–6 cans per week
- 6 7 or more cans per week
- 98 Don't Know/Not Sure
- 99 Refused

26. During the past 30 days, how many pouches of chewing tobacco did you use per week?

- 1 I did not use chewing tobacco in the past 30 days
- 2 Less than 1 pouch per week

- 3 1–2 pouches per week
- 4 3–4 pouches per week
- 5 5–6 pouches per week
- 6 7 or more pouches per week
- 98 Don't Know/Not Sure
- 99 Refused

27. Tobacco companies have recently introduced new products that are nontraditional and look different than cigarettes and other tobacco products. These products are claimed to have fewer harmful chemicals. These have names like Advance, Accord, Advantage, Ariva, or Eclipse. Have you ever heard of one of these products?

- 1 Yes
- 2 No ➔ **SKIP TO ITEM 30 BELOW**
- 98 Don't Know/Not Sure
- 99 Refused

28. Have you ever tried one of these products?

- 1 Yes
- 2 No ➔ **SKIP TO ITEM 30 BELOW**
- 98 Don't Know/Not Sure ➔ **SKIP TO ITEM 30 BELOW**
- 99 Refused ➔ **SKIP TO ITEM 30 BELOW**

29. What product did you try?

_____ PRODUCT NAME

30. Please tell me how much you agree or disagree with the following statement: Using these new kinds of tobacco products is safer than smoking regular cigarettes.

Do you...

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 98 Don't Know/Not Sure
- 99 Refused

V. SECTION 4

1. Not including yourself, how many of the adults who live in your household smoke cigarettes, cigars or pipes?

- ___ NUMBER OF ADULTS
- 98 Don't Know/Not Sure
 - 99 Refused

2. During the past 7 days, that is since _____, how many days did anyone smoke cigarettes, cigars, or pipes anywhere inside your home? (**NOTE: IF R SAYS NEVER OR ZERO, CODE "0" IF R SAYS LESS THAN 1 /WEEK OR RARELY, CODE AS "0.5"**)

____ NUMBER OF DAYS (Range: 1-7)

98 Don't Know/Not Sure

99 Refused

3. Which statement best describes the rules about smoking inside your home? Do not include decks, garages, or porches.

1 Smoking is not allowed anywhere inside your home

2 Smoking is allowed in some places or at some times

3 Smoking is allowed anywhere inside the home

98 Don't Know/Not Sure

99 Refused

I am now going to ask you about some questions about workplace policies on smoking.

4. Are you currently...(ONLY ONE RESPONSE ALLOWED)

1 Employed for wages

2 Self-employed

3 Out of work for more than 1 year → **SKIP TO ITEM 11 BELOW**

4 Out of work for less than 1 year → **SKIP TO ITEM 11 BELOW**

5 A homemaker → **SKIP TO ITEM 11 BELOW**

6 A Student → **SKIP TO ITEM 11 BELOW**

7 Retired, or → **SKIP TO ITEM 11 BELOW**

8 Unable to work → **SKIP TO ITEM 11 BELOW**

98 Don't Know/Not Sure → **SKIP TO ITEM 11 BELOW**

99 Refused → **SKIP TO ITEM 11 BELOW**

5. While working at your job, are you indoors most of the time?

1 Yes

2 No → **SKIP TO ITEM 9 BELOW**

98 Don't Know/Not Sure → **SKIP TO ITEM 9 BELOW**

99 Refused → **SKIP TO ITEM 9 BELOW**

6. As far as you know, in the past seven days, that is since _____, has anyone smoked in your work area?

1 Yes

2 No

98 Don't Know/Not Sure

99 Refused

7. Which of the following best describes your place of work's official smoking policy for work areas?
- 1 Not allowed in any work areas
 - 2 Allowed in some work areas
 - 3 Allowed in all work areas or
 - 4 No official policy
 - 98 Don't Know/Not Sure
 - 99 Refused
8. Which of the following best describes your place of work's official smoking policy for indoor public or common areas, such as lobbies, rest rooms, and lunchrooms?
- 1 Not allowed in any public areas
 - 2 Allowed in some public areas
 - 3 Allowed in all public areas
 - 4 No official policy
 - 98 Don't Know/Not Sure
 - 99 Refused
9. In indoor work areas, do you think smoking should be allowed in all areas, some areas or not at all?
- 1 Allowed in all areas
 - 2 Allowed in some areas
 - 3 Not allowed at all
 - 98 Don't Know/Not Sure
 - 99 Refused
10. Within the past 12 months, has your employer offered any stop smoking program or any other help to employees who want to quit smoking?
- 1 Yes
 - 2 No
 - 98 Don't Know/Not Sure
 - 99 Refused
11. In the past seven days, that is since _____ (**DATE OF 7 DAYS BEFORE**), have you been in a car with someone who was smoking?
- 1 Yes
 - 2 No
 - 98 Don't Know/Not Sure
 - 99 Refused

12. In the indoor dining area of restaurants, do you think that smoking should be allowed in all areas, some areas, or not allowed at all?
- 1 Allowed in all areas
 - 2 Allowed in some areas
 - 3 Not allowed at all
 - 98 No opinion/Don't Know
 - 99 Refused
13. Some cities and towns are considering laws that would make restaurants smoke free; that is eliminating all tobacco smoke from restaurants. Would you support such a law in your community?
- 1 Yes
 - 2 No
 - 98 Don't Know/Not Sure
 - 99 Refused
14. If there were a total ban on smoking in restaurants, would you eat out more, less, or would it make no difference?
- 1 More
 - 2 Less
 - 3 No Difference
 - 98 Don't Know/Not Sure
 - 99 Refused
15. In indoor shopping malls, do you think that smoking should be allowed in all areas, some areas, or not allowed at all?
- 1 Allowed in all areas
 - 2 Allowed in some areas
 - 3 Not allowed at all
 - 98 No opinion/Don't Know
 - 99 Refused
16. In bars and cocktail lounges, do you think smoking should be allowed in all areas, some areas, or not at all?
- 1 Allowed in all areas
 - 2 Allowed in some areas
 - 3 Not allowed at all
 - 98 No opinion/Don't Know
 - 99 Refused

17. Please tell me how much you agree or disagree with the following statement: Store owners should be required to have a license to sell tobacco products, similar to alcohol, so that prohibition of sales to teenagers can be enforced. Do you...

- 1 Strongly Agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 98 No Opinion/Don't Know
- 99 Refused

18. Do you think tobacco companies should be allowed to include coupons in cigarettes packs that can be used to obtain promotional items that may be appealing to teenagers, such as hats, tee shirts, jackets or caps, or should this not be allowed?

- 1 Allowed
- 2 Not Allowed
- 3 No Opinion/Don't Know
- 99 Refused

19. Do you think sponsorship of sporting events, such as the Indy 500 or Brickyard 400, or concerts by tobacco companies should be allowed?

- 1 Definitely
- 2 Maybe
- 3 Definitely not
- 98 No Opinion/Don't Know
- 99 Refused

20. Some tobacco companies make promotional items like clothing, hats, bags, or other things with their brand on it. Do you have a piece of clothing or other item that has a tobacco brand or logo on it?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

VI. SECTION 5

I am going to read a statement. Please tell me how much you agree or disagree with the following statements.

1. If a person has smoked a pack of cigarettes a day for more than 20 years, there is little health benefit to quitting smoking. Do you...

- 1 Strongly agree
- 2 Agree

- 3 Disagree
- 4 Strongly disagree
- 98 No Opinion/Don't Know
- 99 Refused

2. There is no benefit to a woman quitting smoking mid-way through her pregnancy if she has been smoking from the beginning. Would you say you.... **(NOTE: READ CATEGORIES AS NEEDED)**

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 98 No Opinion/Don't Know
- 99 Refused

3. Smoking light cigarettes is safer than smoking regular cigarettes. Would you say you.... **(NOTE: READ CATEGORIES AS NEEDED)**

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 98 No Opinion/Don't Know
- 99 Refused

4. Using chewing tobacco or snuff is safer to the individual user than smoking regular cigarettes. Would you say you.... **(NOTE: READ CATEGORIES AS NEEDED)**

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 98 No Opinion/Don't Know
- 99 Refused

5. Using chewing tobacco or snuff is socially more acceptable than smoking regular cigarettes. Would you say you.... **(NOTE: READ CATEGORIES AS NEEDED)**

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 98 No Opinion/Don't Know
- 99 Refused

6. Cigarette companies deny that cigarettes cause cancer and other harmful diseases. Would you say you.... **(NOTE: READ CATEGORIES AS NEEDED)**

1 Strongly agree
2 Agree
3 Disagree
4 Strongly disagree
98 No Opinion/Don't Know
99 Refused

7. People should just leave cigarette companies alone. Would you say you.... **(NOTE: READ CATEGORIES AS NEEDED)**

1 Strongly agree
2 Agree
3 Disagree
4 Strongly disagree
98 No Opinion/Don't Know
99 Refused

8. Cigarette companies should not be allowed to sell a product that harms people. Would you say you.... **(NOTE: READ CATEGORIES AS NEEDED)**

1 Strongly agree
2 Agree
3 Disagree
4 Strongly disagree
98 No Opinion/Don't Know
99 Refused

9. Cigarette companies try to get young people to start smoking. Would you say you.... **(NOTE: READ CATEGORIES AS NEEDED)**

1 Strongly agree
2 Agree
3 Disagree
4 Strongly disagree
98 No Opinion/Don't Know
99 Refused

Now I am going to ask about smoke from other people's cigarettes.

10. Do you think that breathing smoke from other people's cigarettes is:

1 Very harmful to one's health
2 Somewhat harmful to one's health
3 Not very harmful to one's health
4 Not harmful at all to one's health

- 98 No Opinion/Don't Know
- 99 Refused

11. Would you say that breathing smoke from other people's cigarettes causes:
Lung cancer in adults?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

12. Would you say that breathing smoke from other people's cigarettes causes:
Heart disease in adults?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

13. Would you say that breathing smoke from other people's cigarettes causes:
Colon cancer?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

14. Would you say that breathing smoke from other people's cigarettes causes:
Respiratory problems in children?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

15. Would you say that breathing smoke from other people's cigarettes causes:
Sudden infant death syndrome?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

16. In the past 30 days, about how often have you:
Watched television?

- 1 Every Day
- 2 2-3 times a week

- 3 Once a week
- 4 Less than once a week
- 5 Never

17. In the past 30 days, about how often have you:
Read a newspaper?

- 1 Every Day
- 2 2–3 times a week
- 3 Once a week
- 4 Less than once a week
- 5 Never

18. In the past 30 days, about how often have you seen news stories about tobacco-related issues:
On Television?

- 1 Every Day
- 2 2-3 times a week
- 3 Once a week
- 4 Less than once a week
- 5 Never

19. In the past 30 days, about how often have you read news stories about tobacco-related issues:
In a Newspaper?

- 1 Every Day
- 2 2–3 times a week
- 3 Once a week
- 4 Less than once a week
- 5 Never

ONLY ASK IF NEITHER ITEM 18 NOR ITEM 19 = 5:

20. What was the topic of the tobacco-related story you heard or read about in the news?
(DO NOT READ RESPONSE CATEGORIES AND CODE ALL THAT APPLY)

**(IF RESPONDENT SIMPLY SAYS, “DON’T SMOKE,” PROBE FOR FURTHER
DETAIL)**

- 1 SECOND HAND SMOKE KILLS/SECONDHAND SMOKE HURTS
EVERYONE/SECONDHAND SMOKE CONTAINS HARMFUL CHEMICALS
- 2 THE NUMBER OF HOOSIERS WHO GET SICK OR DIE FROM SMOKING
EACH YEAR.
- 3 PROPOSED BANS ON SMOKING IN PUBLIC PLACES.
- 4 COMMUNITY ANTI-SMOKING GROUPS
- 5 HOW MUCH SMOKING COSTS HOOSIERS
- 6 OTHER, SPECIFY_____

98 DON'T KNOW/NOT SURE

99 Refused

21. During the past 30 days, about how often did you see or hear advertising or promotions for cigarettes or other tobacco products:

In a magazine?

- 1 Every Day
- 2 2–3 times a week
- 3 Once a week
- 4 Less than once a week
- 5 Never

22. During the past 30 days, about how often did you see or hear advertising or promotions for cigarettes or other tobacco products:

In the mail?

- 1 Every Day
- 2 2–3 times a week
- 3 Once a week
- 4 Less than once a week
- 5 Never

23. During the past 30 days, about how often did you see or hear advertising or promotions for cigarettes or other tobacco products:

In convenience stores, grocery stores, or gas stations?

- 1 Every Day
- 2 2–3 times a week
- 3 Once a week
- 4 Less than once a week
- 5 Never

24. Are there any anti-tobacco organizations or groups in your community?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

25. Have you heard of local efforts to restrict smoking in restaurants?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

26. Have you heard of any stores in your community receiving a citation or being fined for selling tobacco products to minors?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

27. Have you heard of local efforts to restrict smoking in work places?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

28. Have you seen individuals distributing anti-tobacco literature or gifts at community events like neighborhood or county fairs?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

29. Are you aware of any advertising or campaigns against smoking or against cigarette companies that are now taking place?

- 1 Yes
- 2 Maybe, Not Sure, I think so
- 3 No ➔ **SKIP TO SECTION 6, ITEM 1 BELOW**

30. What is the theme/slogan of this advertising or campaign? (DO NOT READ RESPONSE CATEGORIES AND CODE ALL THAT APPLY) (IF RESPONDENT SIMPLY SAYS, "DON'T SMOKE." PROBE FOR FURTHER DETAIL)

- 1 WHITE LIES /WWW.WHITELIES.TV
- 2 TOBACCO KILLS HOOSIERS /PEOPLE FROM INDIANA (10,300 A YEAR /28 A DAY, MORE THAN 1 AN HOUR)
- 3 VOICE/WWW.VOICE.TV
- 4 INDIANA YOUTH SPEAKING OUT AGAINST BIG TOBACCO
- 5 SLAVERY HURTS EVERYONE
- 6 TOBACCO COMPANIES DON'T CARE ABOUT PEOPLE, THEY ONLY CARE ABOUT MONEY
- 7 SECONDHAND SMOKE KILLS /SECONDHAND SMOKE HURTS EVERYONE /SECONDHAND SMOKE CONTAINS HARMFUL CHEMICALS
- 8 TOBACCO KILLS (NOT SPECIFIC TO INDIANA)
- 9 TRUTH /THE TRUTH ABOUT TOBACCO
- 10 TALK TO YOUR KIDS ABOUT NOT SMOKING (TALK, THEY'LL LISTEN)

- 11 ALL SMOKE HIGH
- 12 STAND UP. SPEAK OUT AGAINST SMOKING.
- 13 OTHER, SPECIFY _____
- 98 DON'T KNOW/NOT SURE
- 99 Refused

VII. SECTION 6

1. Do you have any children under that age of 18 that live in your household?
 - 1 Yes
 - 2 No ➔ **SKIP TO ITEM 5 BELOW**
 - 98 Don't Know/Not Sure
 - 99 Refused
2. How many children live in your household who are Younger than 5 years old?
____ NUMBER OF CHILDREN
3. How many children live in your household who are 5 through 11 years old?
____ NUMBER OF CHILDREN
4. How many children live in your household who are 12 to 17 years old?
____ NUMBER OF CHILDREN
5. Are you Hispanic or Latino?
 - 1 Yes
 - 2 No
 - 98 Don't Know/Not Sure
 - 99 Refused
6. Which one or more of the following would you say is your race?
 - 1 White
 - 2 Black or African American
 - 3 Asian
 - 4 Native Hawaiian or Other Pacific Islander
 - 5 American Indian, Alaska Native
 - 6 Other, Specify _____
 - 98 Don't Know/Not Sure
 - 99 Refused

ONLY ASK IF MORE THAN ONE RESPONSE TO ITEM 6:

7. Which one of these groups would you say **best** represents your race?

- 1 White
- 2 Black or African American
- 3 Asian
- 4 Native Hawaiian or Other Pacific Islander
- 5 American Indian, Alaska Native
- 6 Other, Specify _____
- 98 Don't Know/Not Sure
- 99 Refused

8. Are you:

- 1 Single and never married
- 2 Married
- 3 A member of an unmarried couple
- 4 Separated
- 5 Divorced
- 6 Widowed
- 99 Refused

9. What is the highest level of school you completed or the highest degree you received?
(NOTE: PROBE IF RESPONSE IS UNCLEAR)

- 1 NEVER ATTENDED SCHOOL OR ONLY ATTENDED KINDERGARTEN
- 2 GRADES 1 THROUGH 8 (ELEMENTARY)
- 3 GRADES 9 THROUGH 11 (SOME HIGH SCHOOL)
- 4 GRADE 12 (HIGH SCHOOL GRADUATE)
- 5 GED
- 6 SOME COLLEGE, NO DEGREE
- 7 AA, TECHNICAL/VOCATIONAL
- 8 AA, ACADEMIC
- 9 BA,BS (COLLEGE GRADUATE)
- 10 AT LEAST SOME GRADUATE OR PROFESSIONAL SCHOOL
- 98 Don't Know
- 99 Refused

10. Is your annual household income from all sources less than \$25,000?

- 1 Yes
- 2 No ➔ **SKIP TO ITEM 14 BELOW**
- 98 Don't Know/Not Sure
- 99 Refused

11. Is your annual household income from all sources less than \$20,000?

- 1 Yes
- 2 No ➔ **SKIP TO ITEM 17 BELOW**
- 98 Don't Know/Not Sure
- 99 Refused

12. Is your annual household income from all sources less than \$15,000?

- 1 Yes
- 2 No ➔ **SKIP TO ITEM 17 BELOW**
- 98 Don't Know/Not Sure
- 99 Refused

13. Is your annual household income from all sources less than \$10,000?

- 1 Yes ➔ **SKIP TO ITEM 17 BELOW**
- 2 No ➔ **SKIP TO ITEM 17 BELOW**
- 98 Don't Know/Not Sure ➔ **SKIP TO ITEM 17 BELOW**
- 99 Refused ➔ **SKIP TO ITEM 17 BELOW**

14. Is your annual household income from all sources less than \$35,000?

- 1 Yes ➔ **SKIP TO ITEM 17 BELOW**
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

15. Is your annual household income from all sources less than \$50,000?

- 1 Yes ➔ **SKIP TO ITEM 17 BELOW**
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

16. Is your annual household income from all sources less than \$75,000?

- 1 Yes ➔ **SKIP TO ITEM 17 BELOW**
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

17. Do you have any kind of health care coverage, including health insurance, prepaid plans such as HMO's, or government plans such as Medicare?

- 1 Yes
- 2 No ➔ **SKIP TO ITEM 19 BELOW**

- 98 Don't Know/Not Sure
- 99 Refused

18. Does your health care coverage, pay for smoking cessation services?

- 1 Yes
- 2 No
- 98 Don't Know/Not Sure
- 99 Refused

19. How many males live in your household that are 18 or older?

___ NUMBER OF MALES

20. How many females live in your household that are 18 or older?

___ NUMBER OF FEMALES

21. Do you have more than one telephone number in your household? Do not include cell phones or numbers that are only used by a computer or fax machine.

- 1 Yes
- 2 No ➔ **SKIP TO ITEM 23 BELOW**
- 98 Don't Know/Not Sure ➔ **SKIP TO ITEM 23 BELOW**
- 99 Refused ➔ **SKIP TO ITEM 23 BELOW**

22. How many of these are residential numbers?

___ NUMBER OF RESIDENTIAL TELEPHONE NUMBERS (**6=6 OR MORE**)

- 98 DON'T KNOW/NOT SURE
- 99 Refused

ONLY ASK IF USING METHOD 2 FOR SAMPLE SELECTION (IF NOT, SKIP TO ITEM 24):

23. How many adults in this household are smokers?

___ NUMBER OF SMOKERS

24. We would like to call people back in about a year to see how you are still thinking about things. If we were to call back, could you give me you initials or first name so that I would know who to ask for.

___ INITIALS OR NAME

VIII. END

These are all the questions I have. Thank you for your time and cooperation.

Appendix C.

News Media

Coding Book

INDIANA TOBACCO PREVENTION AND CESSATION NEWS MEDIA CODING BOOK

American Institutes for Research

Prospect Center

10720 Columbia Pike, Suite 500

Silver Spring, MD 20901

April 22, 2002

INTRODUCTION

The Indiana Tobacco Prevention and Cessation (ITPC) Media Analysis is designed to collect data and show the current media coverage of three ITPC program areas: tobacco, smoking and nicotine. Lexis Nexis is the starting point for articles based on a search strategy provided by AIR. The strategy is designed to capture articles relevant to the general categories for the ITPC.

CODING INSTRUCTIONS

1. **Search strategy.** The search strategy is based on newspapers published in Indiana with Illinois, Kentucky and Ohio newspapers contributing articles that are relevant because of their proximity to Indiana's border communities. *Note: Cincinnati and Dayton, Ohio, Louisville, KY and Chicago, Ill. all have Indiana editions.* The articles may be in English and Spanish. Each article must have the keyword *tobacco*, *smoking*, or *cigarettes* as the primary key word and *proper date* in order for it to be relevant to our study:
2. **Determine if the article is relevant. (Refer to the search strategy above.)** The search strategy requires that an article contain a mention of the specific term tobacco, smoking or nicotine and appear in a paper within the indicated geographical area and timeframe. One mention of tobacco, smoking or nicotine will make the article relevant. Tobacco, smoking or nicotine appearing in title counts as a mention.
 - Double check vendor's compliance with search strategy
 - Double check appropriateness of the source newspaper
 - Double check for excluded newspaper article types (e.g., obituaries, advertisement, photographs)
 - If not compliant: report to vendor
 - If compliant
 - Determine whether article is primarily about smoking or tobacco related issue
 - » key words in the title of the story and in one paragraph
 - » At least two paragraphs devoted to tobacco related issue
 - If determined relevant, apply specific content exclusions to be defined, for example, these may include
 - » Articles related to tobacco farming.
 - » The financial position of tobacco companies

Examples of Irrelevant Articles. An irrelevant article is one that does not fit the search strategy. Mentions of persons smuggling or stealing tobacco/cigarettes; tobacco farming, quotas, farm prices for tobacco; or the tobacco industry unless they directly refer to something occurring as a result of the Tobacco Settlement or ITPC. **Specifically excluded** are any articles that involve other states.

- Advertisements
 - Obituaries
 - Photographs without accompanying stories
 - Community calendar announcements
3. **Recording the Article Characteristics Code:** The newspaper name, publication date; whether wire article, section; word count. Verify this information and check for relevancy below the list below:
- All English language daily general circulation newspapers published in Indiana
 - All English language weekly general circulation newspapers published in Indiana including those covering African American communities (e.g., Indianapolis Recorder)
 - Out of state newspapers serving media markets that include parts of Indiana (e.g., Chicago, Dayton, Louisville, Cincinnati).
 - Spanish language newspapers
 - Specific Exclusions:
 - Newspapers from around the country that would normally not cover local Indiana news (see papers included above).
 - Trade newspapers
 - College newspapers (see Proposal for Implementation below)
 - Newspapers targeting audiences defined narrowly in terms of professional, religious, social or recreational interests (e.g., Indianapolis Business Journal).
 - Weekly “alternative” newspapers that feature analyses of news as opposed to reporting news (e.g., NUVO in Indianapolis)

After reviewing, record the following information:

STATE: (Indiana newspapers, only) Enter appropriate 2-digit state postal abbreviation for Indiana (IN).

NAME OF NEWSPAPER: Type in name of publication listed on article.

Note: Do not type in “**The**” when entering a name of a publication, i.e., “The Indiana Post Gazette,” enter “Indiana Post Gazette.”

WIRE: Indicate whether the article is a state wire story use Y or N. Indicate wire even if the article appears in a specific paper but has the wire listed on the article.

PUBLICATION DATE: Enter according to following format - month/date/year. For example, December 24, 2002 is entered as 12/24/2002.

ARTICLE LENGTH, NEWSPAPER SECTION (if available): Enter the length of article in words from the copy and the section it appears in, (e.g., business, metro, sports).

4. You may have more than one

■ Any mention of ITPC (Indiana Tobacco Prevention and Cessation)-----1

■ Enter on coding sheet. If no mention of ITPC then

■ First tier terms: **Tobacco 2**

■ **smoking, 3**

■ **cigarette(s) -----4**

(including those prefixed with anti such as antismoking, antitobacco)

These program codes must appear in conjunction with second tier terms (see below)

NOTE: It is not necessary to record the terms below. These terms are for you to determine if the article is relevant.

- | | |
|--|--------------------------|
| – Second tier terms (any occurrence of): | » Policy |
| » Policy Terms | » Prohibit(ion) |
| » Ban | » Regulate or regulation |
| » Banning | » Restrict(ion) |
| » Bill | » Rules |
| » Compliance | » Tax |
| Checks/Sting | » Youth |
| Operations | |
| » Control | – Health Terms |
| » Law | » Secondhand |
| » Lawsuit | smoke/ETS |
| » Legislate or Legislation | » Cancer |
| » Legislation | » Cessation |
| » Ordinance | » Health care |
| | » Cost |

- » Die
- » Quitting
- » Illness/Disease
- » Health
- » Addiction
- Research Terms
 - » Prevalence
 - » NYTS
 - » BRFSS
 - » Survey
 - » Findings
 - » Research
- Program activity terms
 - » Coalition
 - » Team
 - » Program
 - » Organization
 - » Initiative
 - » Intervention
 - » Public Health
- Media Campaign Terms
 - » Media Campaign
 - » Ads/advertisement
 - » Spots

(Note terms from one category may flag articles in another; these are search terms not content codes)

5. **Assign and record a Policy Code(s):** to the article. You may have more than one. Policy codes must be added to each article and more than one may be used. There must be one **P**Primary code and you may have **S**Secondary codes as well. Below are

- Tobacco Control Policy
 - Clean Indoor Air
 - Youth access
 - Economic disincentives
 - Advertising restrictions
 - MSA Expenditures
 - Other
- Health Consequences of tobacco use
 - ETS
 - Health Consequences of Smoking
 - Health Care Cost
 - Prevalence
 - Cessation
- Antitobacco activism
 - Coalition/partner activities
 - Media outreach/campaigns

Record Coverage of Characteristics:

- Type
 - Hard News Story-----**H**
 - Editorial-----**E**
 - Letter to the Editor-----**L**

- Editorial Cartoon-----C
- Advice column-----A
- Origin of the Story
 - State-----S
 - Local-----L
 - National -----N
- Prominence
 - Front page -----F
 - Editorial page----E

Event Slant:

- Protobacco: unsuccessful legislation, refusal to implement voluntary smoke-free policies, coverage of smokers rights issues = **P**
- Antitobacco: successful legislation, voluntary implementation of smoke free policies = **A**
- Neutral story Any story that shows legislation or ban just debated, suggested, discussed on local, county or state level would be neutral. = **N**

Opinion Slant:

- Protobacco: Editorials or letters to the editor with opinions supporting tobacco or tobacco firms or editorial support protobacco legislation events. = **P**
- Antitobacco: Editorial or letters to the editor with an OPINION that supports limiting tobacco use or legislation against tobacco firm or events= **A**
- Neutral: Rarely used for editorial or letters to the editor but possible that one may write giving both pros and cons of the issue.= **N**

Origin of Story

Is the story a local story or state story?

L (local) stories that concern local events (e.g., county or municipalities, Local health care providers, firms, or local people involved in antitobacco work.)

S (state) stories that cover state events (e.g., state legislation activities, State Universities doing research, i.e. an article about Univ. Of Indiana developing a smoking study published in local Indiana newspaper would be example of STATE)

Scope of Story

- Does the story involve Indiana alone? = L
- If any other state or federal issues mentioned or foreign story it would be = N

TOPIC Codes

Topic codes should be added to each article. More than one may be used. Below are some primary examples of Topic Codes that may be used for each Policy. You are not limited to these topics. Please check with the coding manager when you feel the need arises for a new topic code to be added.

Topics codes (specific to each issue code, some examples are presented below)

Note: It is not necessary to repeat the main policy code, just record the subcode (1, 1a, 3b, 4d).

■ Tobacco control policy-----Policy 1

- ***Clean Indoor Air-----1a***
 1. Ban smoking in worksites/public buildings/prisons
 2. Ban smoking in bars/gaming clubs/parlors
 30. Ban smoking in recreation buildings
 31. Ban smoking in airports
 32. Ban smoking on transportation/metro
 33. Ban smoking in malls
 34. Ban smoking in parks/beaches/playgrounds
 35. Ban smoking in restaurants
 36. Ban smoking in schools/daycare centers
 37. Ban smoking in stadiums/arenas
 38. Ban smoking around entrances/on grounds and outdoors in general
 39. Secondhand smoke/Lawsuits due to secondhand smoke (i.e., stewardesses or prisoners)
 40. Secondhand in multiple family dwellings/nursing homes
 41. Preemption legislation (bills introduced by state legislators to override local county/city smoking laws)
- ***Youth access***
 42. Access to minor regulations
 3. Sting operations
 4. Bans on vending machines
 5. ID initiatives
- ***Advertising restrictions***
 6. Regulations of Point of Sale advertisement
 7. Regulations of outside advertisement

- *Economic disincentives*
 - 8. Tobacco tax increases on cigarettes
 - 9. Tobacco tax increases on smokeless tobacco
- *MSA Expenditures*
 - 43. Expenditures for tobacco control
 - 44. Expenditures for health programs
 - 45. Expenditures for education
 - 46. Expenditures for general budget
 - 47. Expenditures for infrastructures
- *Other*
 - 10. Litigation against tobacco industry
 - 11. Federal regulation of tobacco as a drug
 - 48. Safer cigarette marketing

■ **Health Consequences of tobacco use----Policy 2**

- *ETS*
 - 12. Effects of ETS on health of adults
 - 13. Effects of ETS on infant health
- *Health Consequences of Smoking*
 - 14. Effects of maternal smoking on fetus development
 - 15. Prevalence of smoking related diseases
 - 16. Links between smoking and cancer
- *Health Care Cost*
 - 17. Medicaid costs due to smoking
 - 18. Medicare costs due to smoking
 - 19. Overall health costs due to smoking
- *Prevalence*
 - 20. Reports of smoking prevalence for adults
 - 21. Reports of smoking prevalence for teens
- *Cessation*
 - 22. Availability of cessation services/programs
 - 23. How to quit tips

■ **Antitobacco activism-----Policy 3**

- *Coalition/partner activities*
 - 24. Emergence of tobacco control coalitions
 - 25. Interviews or statements with tobacco control leaders
 - 26. Descriptions of tobacco control programs in schools

- *Media outreach/campaigns*
 - 27. Announcements of media campaign launch
 - 28. Descriptions of campaign material/images
 - 29. Specific campaign messages cited in the articles
 - » Quotes commercial tags
 - » Paraphrasing of information conveyed by ads

DATA ENTRY GUIDELINES

ENTER ALL ALPHA DATA IN CAPITAL LETTERS (NO COMMAS OR PERIODS).

Clipping Service Capability Requirements

- Demonstrated capacity to scan all newspapers as define above
- Ability to apply specific search strategy to identify relevant clips
- Ability to transmit articles to AIR in timely manner (no later than one month following publication)

Search strategy for Clipping Service

- Any mention of ITPC (Indiana Tobacco Prevention and Cessation)
If no mention of ITPC then
- Tiered search strategy
 - First tier terms: Tobacco, smoking (including those prefixed with anti) or cigarette(s) appearing in conjunction with
 - Second tier terms (any occurrence of):
 - » Policy Terms
 - Ban
 - Banning
 - Bill
 - Compliance
 - Checks/Sting
 - Operations
 - Control
 - Law
 - Lawsuit
 - Legislate or Legislation
 - Legislation
 - Ordinance
 - Policy
 - Prohibit(ion)
 - » Health Terms
 - Regulate or regulation
 - Restrict(ion)
 - Rules
 - Tax
 - Youth
 - Secondhand smoke/ETS
 - Cancer
 - Cessation
 - Health care
 - Cost
 - Die
 - Quitting
 - Illness/Disease

- Health
- Addiction
- » Research Terms
 - Prevalence
 - NYTS
 - BRFSS
 - Survey
 - Findings
 - Research
- » Program activity terms
 - Coalition
- Team
- Program
- Organization
- Initiative
- Intervention
- Public Health
- » Media Campaign Terms
 - Media Campaign
 - Ads/advertisement
 - Spots

(Note: Terms from one category may flag articles in another; these are search terms not content codes.)

Data requirements from clipping service

- Copy of an article (either)
 - Paper
 - Machine readable electronic version
- Highlight of search terms
- Newspaper it was clipped from
- Circulation of that newspaper
- Date of publication
- Page and section

Content coding

Newspaper Coverage Tracking System: Proposal for Implementation

English language daily and weekly Indiana newspapers and out-of-state daily newspapers serving Indiana communities

Allison's Clipping Service, an Indianapolis firm, will obtain clips from these publications using the established search strategy. Allison's Clipping Service reads all newspapers published in Indiana, and has arrangements with similar firms in Illinois, Kentucky and Ohio to monitor newspapers in those states. Clips will be mailed to AIR on weekly basis.

AIR is working on the strategies to benchmark the performance of Allison's clipping service.

Spanish language newspapers

Neither of the two clipping services in Indiana provides comprehensive monitoring of Spanish language newspapers. AIR proposes to subscribe to Spanish language newspapers. Our Spanish-speaking staff would then act as readers, applying the same search criteria to identify relevant articles as one that will be used by the clipping service. In our opinion this would be the most cost effective strategy.

College newspapers

Allison's Clipping Service does not monitor Indiana college newspapers. The issue, as a representative of Allison's Clipping Service explained it to AIR, is that in the past they could not ensure that college newspapers would be delivered to them on a regular basis. Its competitor, IPC, only monitors some of the college newspapers.

To address this problem, AIR explored alternative options of obtaining college newspapers. Fourteen college newspapers are available online (<http://www.newsdirectory.com/college/press/in/>), which includes newspapers of Indiana University-Bloomington, Purdue University, Butler, and Indiana State. Thus, one option is to monitor online editions of those publications at AIR. Since these are in electronic format, "the find on this page" option of Internet Explorer can be used to search for key terms.

However, there are 36 four-year colleges and universities in Indiana, not including individual campuses of Indiana University and Purdue college systems (<http://www.50states.com/college/indiana.htm>). AIR is currently searching websites of these four-year colleges and universities to determine whether their newspapers may be available online. If these are not available, another option is to ask community partners in the counties where colleges and/or universities are located to either:

- Obtain local college newspapers and mail them to AIR
- To act as local monitors and clip the relevant articles using the same search criteria developed for the clipping services.

Another option is to exclude college newspapers from systematic monitoring entirely and to ask local programs to forward articles from local college newspapers on per event basis (e.g., reports on campus smoking policy). AIR recommends this option for the following reasons:

- In our opinion, the strategies available for monitoring college newspapers could not ensure systematic monitoring on the par with noncollege newspapers and would require considerably more effort and expense.
- With a few exceptions (e.g., Indiana Daily Student) the coverage of college newspapers is limited to college events and news. Thus, unless there are changes in college smoking policies, it is unlikely that extensive coverage of tobacco control issues will exist.

- Some college newspapers may not have an editorial policy independent of college administration. In fact, administrations of private colleges have the right to censor student newspapers.
- We do not see specific interventions that use college press to change campus policies.

Given these limitations and concerns, the amount of effort required to systematically monitor college newspapers is not justified in view of limited amount of data we expect to derive from this endeavor.

Appendix D.

Smoking Uptake

Decision Tree

Figure D.1

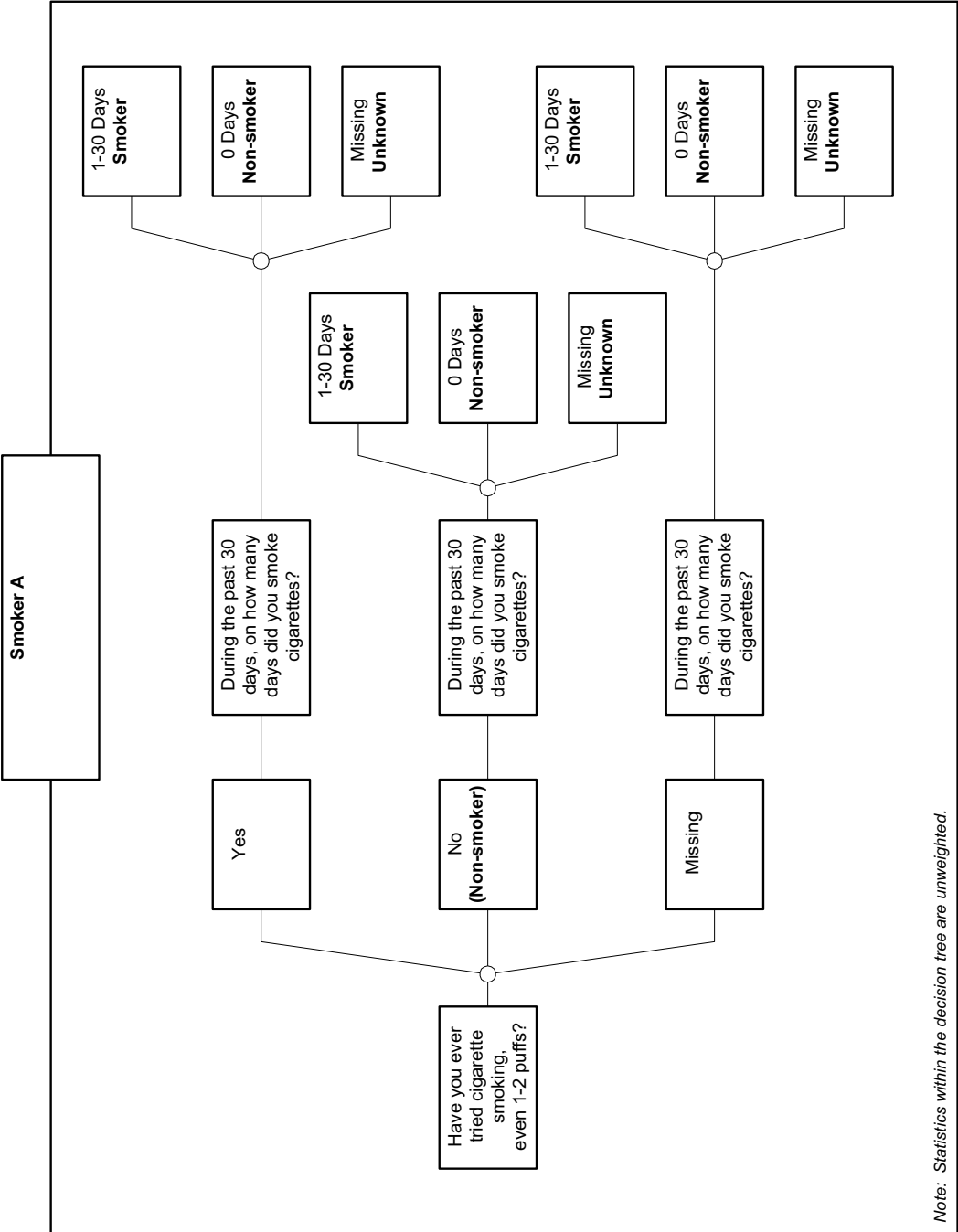


Figure D.2

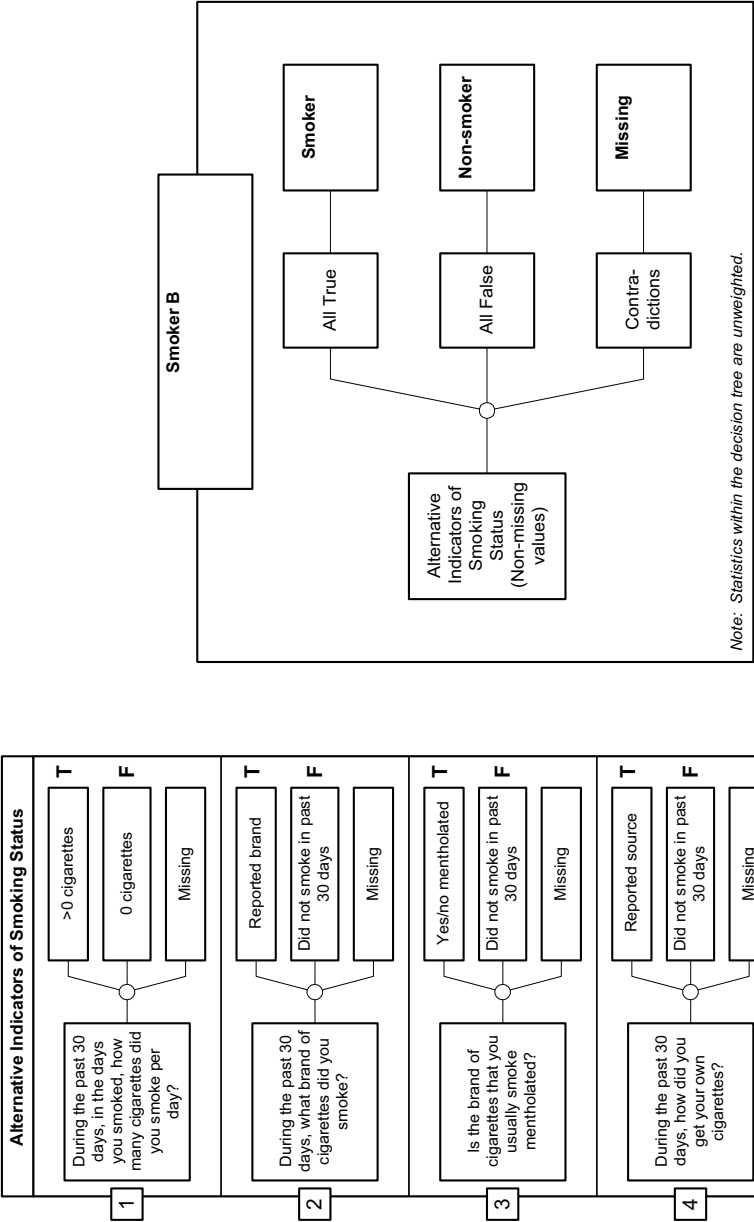


Figure D.3

